

**MASTER OF BUSINESS ADMINISTRATION**  
**Fourth Semester (Repeat)**  
**SERVICE MARKETING**  
**(MBA – 403 A)**

**Duration: 3Hrs.**

**Full Marks: 70**

Part-A (Objective) =20  
Part-B (Descriptive) =50

**(PART-B: Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**Answer any four from Question no. 2 to 8**  
**Question no. 1 is compulsory.**

1. What are the different types of Customer Loyalty? What are the features of Service Delivery? (5+5=10)
2. What is Consumer Behaviour in Service Setting? What are the features of Service Delivery? (5+5=10)
3. What are the classifications of Service? What are the difference between Goods and Services? (5+5=10)
4. What is Consumer involvement? What are the levels of Involvement? (5+5=10)
5. Explain in details the customer service Gap Model. (10)
6. What is Benchmarking? What are the services delivered through intermediaries? (3+7=10)
7. What are the important characteristics of Service? What are the Marketing Mix of Service? (5+5=10)
8. What are the different types of Customers? What is the buying Decision Making Process? (5+5=10)

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**Fourth Semester (Repeat)**  
**SERVICE MARKETING**  
**(MBA – 403 A)**

**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Choose the correct answer:**

**1×20=20**

1. Providing individual attention to its customers is called:
  - a. Tangibility
  - b. Empathy
  - c. Inertia Loyalty
  - d. Hidden Loyalty
2. An economic activity that cannot be stored and does not result in ownership is called Service.
  - a. True
  - b. False
3. The SERVQUAL Model was designed to capture customer expectation and \_\_\_\_\_ of service.
  - a. Perception
  - b. Latent Loyalty
  - c. Premium Loyalty
  - d. Responsiveness
4. Pricing of Service is tougher than pricing of Goods.
  - a. True
  - b. False
5. The “Product” of Marketing Mix of service has high scope for customization.
  - a. True
  - b. False
6. The type of customers who are not sure what to buy is called:
  - a. Discount Customer
  - b. Impulsive Customer
  - c. Wandering Customer
  - d. Need Based Customer
7. People having similar lifestyle, interest, values, behaviours and norms are grouped under:
  - a. Social Class
  - b. Reference group
  - c. Family
  - d. Culture
8. The person who view opinion or advice \_\_\_\_\_ the decision.
  - a. Initiator
  - b. Influencer
  - c. Buyer
  - d. Decider
9. A high relative attitude combine with low relative purchase signifies:
  - a. Latent Loyalty
  - b. Premium Loyalty
  - c. Inertia Loyalty
  - d. Hidden Loyalty
10. A low level of attachment coupled with high repeat purchase is called:
  - a. Latent Loyalty
  - b. Premium Loyalty
  - c. Inertia Loyalty
  - d. Hidden Loyalty
11. One of the features of service delivery is:
  - a. Dedication
  - b. Empower
  - c. Linked
  - d. All of the above
12. Service culture is built on elements of leadership principles, norms, mission and vision.
  - a. True
  - b. False
13. A service \_\_\_\_\_ is an operational planning tool that provide guidelines on how a service will be provided.
  - a. Blue print
  - b. Map
  - c. Layout
  - d. Format
14. The SERVQUAL Model was developed by Zeithalm & Berry in the year:
  - a. 1986
  - b. 1985
  - c. 1981
  - d. 1988
15. In service the gap between Customer Expectation and Management Perception is called:
  - a. The Policy Gap
  - b. The Knowledge Gap
  - c. The Customer Gap
  - d. The Delivery Gap

