

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER [SPECIAL REPEAT]
SERVICE MARKETING
MBA – 403A**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. In Kano Model which of the following attribute is not present?
 - a. Basic Needs
 - b. Excitement Attributes
 - c. Performance Attributes
 - d. None of the above
2. In service marketing triangle _____ marketing refers to making promise to customers.
 - a. Internal Marketing
 - b. Interactive Marketing
 - c. External Marketing
 - d. Relationship Marketing
3. Services that are directed towards one's possession is called _____.
 - a. Possession Processing
 - b. People Processing
 - c. Mental stimulus Processing
 - d. Information Processing
4. Attributes where consumers can evaluate only during or after the consumption process is known as
 - a. Search Qualities
 - b. Credence Qualities
 - c. Experience Qualities
 - d. None of the Above
5. Text messaging is a type of which promotion strategy?
 - a. Personal Selling
 - b. Sales Promotion.
 - c. Direct Marketing
 - d. Public Relations
6. Examples of pure tangible goods include all of the following EXCEPT
 - a. Salt
 - b. Soap
 - c. Toothpaste
 - d. Tax Preparation
7. Fixing the right price for services offered is difficult because of
 - a. Perishability
 - b. Inseparability
 - c. Intangibility
 - d. Heterogeneity
8. Customer Expectation may be
 - a. Meeting the requirements
 - b. Exceeding requirements
 - c. Not able to meet the requirements
 - d. All the Above
9. Moments of truth refers to
 - a. Point of interaction with customers
 - b. Service Recovery
 - c. Customer delight
 - d. Service Failure

A hotel might institute an airport shuttle service because the concerned service provider noticed a high demand for taxi service. This is an example of _____

- a. Service Innovation
- b. Product Technology
- c. Service Design
- d. None of the Above

According to Parasuraman, Zeithaml & Berry, the most important determinant of service quality is

- a. Responsiveness
- b. Reliability
- c. Assurance
- d. Empathy

Which of the following is not generally accepted as being part of the extended marketing mix for services?

- a. People
- b. Process
- c. Practice
- d. Price

_____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.

- a. Servicespace
- b. Serviceplace
- c. Servicescape
- d. Servicescope

Services cannot be stored. This describes the _____ characteristic of services.

- a. Inconsistency
- b. Variability
- c. Perishability
- d. Inseparability

_____ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customers point of view.

- a. Service Design
- b. Service Innovation
- c. Service Planning
- d. Service Blueprinting

Services that do not meet customer expectations are called

- a. Service Failure
- b. Service Recovery
- c. Zone of tolerance
- d. None of these

A tool for assessing the level of service quality based on the difference between users expectations and the service experience delivered is:

- a. Balance Scorecard
- b. Service Quality Gap Model
- c. Zone of Tolerance
- d. Kano Model

The element of service quality which is defined as 'the knowledge and courtesy of employees and their ability to convey trust and confidence'

- a. Empathy
- b. Assurance
- c. Tangibility
- d. Responsiveness

A firm's reaction to a customer complaint that results in customer satisfaction and goodwill is called a

- a. Moment of truth
- b. Service Recovery
- c. Customer delight
- d. Critical Incident Technique

Passive customers are those who tend to have high tendency to complain about a service.

- a. True
- b. False

-- --- --

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

- | | |
|--|----------|
| 1. Explain in detail with diagram the service marketing triangle. Why is it important? | 8+2=10 |
| 2. Discuss the SERVQUAL model attributes of services. | 10 |
| 3. What is a service guarantee? Explain the characteristics of a good service guarantee. Explain in brief how a guarantee works. | 2+5+3=10 |
| 4. Elaborate the pricing strategies available for services marketing. Which pricing strategies is the best in your opinion? | 8+2=10 |
| 5. Define service and state its characteristics. Mention three reasons for growth in service industry. | 2+5+3=10 |
| 6. Explain the GAP Model of Service delivery. What is zone of tolerance? | 8+2=10 |
| 7. What is relationship marketing? What are some strategies to build relationship marketing in service marketing? | 3+7=10 |
| 8. What are the causes behind services switching? What is the importance of non-monetary cost involved in consuming a service? | 6+4=10 |

= = *** = =