

MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
SERVICE MARKETING
MBA – 403A



[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. Cost Based Pricing and Competition Based Pricing ideally considers which of the following while deciding on the price of the service
 - a. Company
 - b. Customers
 - c. Both a & b
 - d. None of the Above
2. The growth of demand in services can be attributed to all of the following except
 - a. Liberalization
 - b. Increasing Affluence
 - c. Product Complexity
 - d. Reduction in Price
3. Reliability in services marketing also an attribute of SERVQUAL refers to
 - a. Doing it right for the first time
 - b. Responding customers issues Promptly
 - c. Understanding customers beforehand
 - d. All of the Above
4. Customer gap also known as GAP 5 refers to the difference between
 - a. Expectation and Perception
 - b. Expectation and belief systems
 - c. Service quality and service standard
 - d. None of the Above
5. In movie theatres, pricing vary based on position of the seat, likewise telecom companies offer different rates of calling based on time differentials is an example of
 - a. Penetration Pricing
 - b. Synchro-Pricing
 - c. Price Skimming
 - d. None of the Above
6. Provider Gap 4 refers to
 - a. Not delivering to service standards
 - b. Not knowing what customers expect
 - c. Not matching performance to promise
 - d. None of the Above
7. The difference between desired service and adequate service is called
 - a. Service Encounter
 - b. Zone of Tolerance
 - c. Customer Expectation
 - d. None of the Above
8. _____ occurs any time the customer interacts with the service firm.
 - a. Quality
 - b. Both a & b
 - c. Service Encounter
 - d. None of the Above
9. _____ is a philosophy of doing business that focus on keeping and improving current customers
 - a. Niche Marketing
 - b. Relationship Marketing
 - c. Both a & b
 - d. None of the above

10. Kano Model was formulated by _____ in the year
 - a. Philip Kotler, 1987
 - b. Dr. Noriaki Kano, 1984
 - c. Dr. Noriaki Kano, 1983
 - d. Dr. Noriaki Kano, 1985
11. In People processing of services, the consumer of the service has to be physically present to consumer the services? State True or False
 - a. True
 - b. False
12. The extended marketing mix for services includes: People, Processes and
 - a. Product
 - b. Place
 - c. Price
 - d. Physical Evidence
13. is the physical surroundings or the physical facility where the service is produced, delivered and consumed.
 - a. Servicespace
 - b. Servicescape
 - c. Service Factory
 - d. None of the Above
14. Service consumers tend to be more brand loyal than goods consumers because
 - a. More choices are available
 - b. Each service provider provides many brands
 - c. Brand loyalty lowers the amount of perceived risk
 - d. None of the Above
15. Which of the following is not an attribute in SERVQUAL?
 - a. Perishability
 - b. Reliability
 - c. Emphaty
 - d. Assurance
16. Services are characterized by all of the following characteristics except for
 - a. Intangibility
 - b. Homogeneity
 - c. Perishability
 - d. Inseparability
17. Which of the following group are least likely to complain
 - a. Passives
 - b. Irates
 - c. Voicers
 - d. Activist
18. Which of the following group of customers are likely to complain as well as used all mediums to voice their dissatisfaction of a service?
 - a. Passives
 - b. Irates
 - c. Voicers
 - d. Activist
19. Kano Model defines five attributes classification of a product out of which one classification must not be included in the product or services is
 - a. Reverse
 - b. Must have
 - c. Performance
 - d. None of the Above
20. The level of services that falls within the desired service and adequate service is
 - a. Perceived Service
 - b. Predicted Service
 - c. Zone of Tolerance
 - d. None of the Above

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Define a service. Discuss the characteristics of services. What are the reasons for increase in demand for services? 2+4+4=10
2. What is GAP Model of Service Quality? Explain with the help of a diagram. 3+7=10
3. What do you mean by service encounter? Discuss the different types of services encounter. Classify services. 2+4+4=10
4. What is customer delight? Explain Kano Model. What is service recovery paradox? 2+5+3=10
5. What is a service guarantee? Mention the stages of new service innovation and development. 3+7=10
6. Define Zone of Tolerance? Discuss in details the factors that are described in impacting desired and adequate service. 2+8=10
7. Explain pricing strategies available to determine the price of any service. Which pricing strategy do you recommend for services marketing? 7+3=10
8. Discuss the service marketing triangle. What is its usefulness in services marketing? 6+4=10

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