



10. Service Marketing Triangle defines relationship. One of the following is not Correct:
- a. Companies
  - b. Customers
  - c. Vendors
  - d. Process and Procedures
11. Quality of Services provides different priorities to different applications. One of the following is not Correct.
- a. Users
  - b. Data Flows
  - c. Cloud Computing
  - d. Transmission Problems
12. Credence Quality of Service are never perfectly identified even after their purchase. One of the following is not true.
- a. Uselessness of Therapy
  - b. Legal Counsel
  - c. Medical diagnosis
  - d. University Course
13. Desired Services is what Customers hope to receive. One of the following is wrong.
- a. Explicit Service promises
  - b. Implicit Service promises
  - c. Written Communication
  - d. Oral Communication
14. Adequate Service is the minimum criteria a Customer expects from the service required. One of the following is wrong.
- a. Adequate care
  - b. Adequate attention
  - c. Adequate argument
  - d. Adequate explanation
15. The Service GAP Model shows 5 types of gaps. One of the following is not correct.
- a. Policy Gap
  - b. Intelligence Gap
  - c. Delivery Gap
  - d. Knowledge Gap
16. Relationship Development Model is not known to focus on one of the following
- a. Focus on Customer needs
  - b. Focus on quality services
  - c. Focus on Customer preferences
  - d. Focus on Technology alone
17. Challenges of Service design does not involve one of the following touchpoints
- a. Channels
  - b. Platforms
  - c. Supply processes
  - d. Systems
18. Stages in Service Innovation does not include one of the following
- a. Idea generation
  - b. Field Survey
  - c. Business Analysis
  - d. Market testing
19. Relationship Marketing does not focus on one of the following
- a. Customer acquisition
  - b. Customer retention
  - c. Customer satisfaction
  - d. Lifetime Customer value
20. Goal of Relationship Marketing is not known to include
- a. Create strong Customer connection
  - b. Create emotional connection
  - c. Use Technology to the fullest
  - d. Free word of mouth promotion



**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|---|------------|
| 1. Define the Meaning of a Service, the Meaning of Customer Service and Characteristics of Services.  | 2+2+6=10   |
| 2. Describe the Classification of Services. What is Service Marketing Triangle, Search quality and Zone of Tolerance?   | 4+2+2+2=10 |
| 3. Throw light on the concept of Quality of services, Experience in Services, Credence quality of Services and Challenges faced by Service Industry.                                  | 2+2+2+4=10 |
| 4. Discuss Service expectations and the meaning of desired services. How do you explain the meaning of Adequate Services by shedding lights on the Factors impacting desired Service? | 2+2+2+4=10 |
| 5. Write in short ( <u>Any Two</u> )  | 5+5=10     |
| a) GAP Model  |            |
| b) Relationship Development Model   |            |
| c) Importance of Service to customer  |            |
| d) Current trends in Service Industry   |            |
| 6. Write briefly on the different pricing strategies with examples.   | 10         |
| 7. Evaluate the Meaning of Relationship Marketing and the Goal of Relationship Marketing  | 5+5=10     |
| 8. Examine the Meaning of Service design and Stages in Service Innovation.  | 5+5=10     |

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