

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
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. The 7 P of Service Marketing does not include one of the following:
a. Product
b. Price
c. People
d. Process in reverse
2. Service Marketing Strategies may not include one of the following:
a. Experience
b. Customers
c. Expertise
d. Goods
3. Importance of Service Marketing may not include the following:
a. Goods and Services
b. Relationship building
c. Differentiator
d. Customer Retention
4. Types of Service Marketing does not include one of the following:
a. External Service
b. Internal Service
c. International Service
d. Interactive Service
5. Service Marketing Mix does not include one of the following:
a. Unusual Process
b. Product
c. Place
d. Promotion
6. Quality of Service does not include one of the following:
a. Absence of Responsiveness
b. Assurance
c. Reliability
d. Empathy
7. Desired Service means:
a. Service Customers hope to receive
b. Service Customers do not expect
c. Service Customers wished for
d. Service Customers hoped to get
8. Characteristics of Service does not include:
a. Ownership
b. Pricing
c. Service
d. Constant Demand
9. Zone of Tolerance is the gap between Customer Expectation at:
a. Two levels
b. Three levels
c. Four levels
d. Five levels

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]

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 (Any Two) 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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