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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
M.B.A.
SEM: IV - THEORY EXAMINATION (2021 - 2022)
Subject: Marketing of Services

Time: 3 Hours   Max. Marks: 100

General Instructions:
1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 6 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.
5. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A   20

1. Attempt all parts:-

1-a.   Select name of the country having maximum percent of GDP attributed to services. (CO1)   1
                    (a) United States
                    (b) China
                    (c) Germany
                    (d) India

1-b.   _____ is not an element of physical evidence. (CO1)   1
                    (a) Employee dress
                    (b) Employee Training
                    (c) Equipment
                    (d) Facility design

1-c.   The buying process starts when the buyer recognizes a _____. (CO2)   1
                    (a) Product or Service
                    (b) Shop or Market
                    (c) Need or Problem
                    (d) Money or Status

1-d.   Services that do not meet customer expectations are called: (CO2)   1
                    (a) Service failures
                    (b) Critical incidents
                    (c) Service design
                    (d) Service recovery

1-e.   The service _____is the entity which deals with the customers during the execution of   1
           the service. (CO3)
                    (a) Deliverer
                    (b) Provider
                    (c) Taker
                    (d) Principal

1-f.   ____ are the key elements of promotion mix.(CO3)   1
                    (a) Advertising and Sales Promotion
                    (b) Publicity and Public Relations
                    (c) Direct Marketing and Personal Selling
                    (d) All of the above

1-g.	The service-quality model identifies _____ gaps that results in unsuccessful delivery.(CO4)	1

   (a) 3
   (b) 4
   (c) 5
   (d) 6

1-h.	As per service-quality model, the capacity to complete the promised service accurately and dependably is_____.(CO4)	1

   (a) Responsiveness
   (b) Reliability
   (c) Assurance
   (d) Empathy

1-i.	_____includes all activities involved in the transformation of savings into investment.(CO5)	1

   (a) Financial System
   (b) Financial service
   (c) Economic System
   (d) Saving System

1-j.	Societal Marketing is focusing on_____.(CO5)	1

   (a) Society wellbeing
   (b) Customer wellbeing
   (c) Cultural wellbeing
   (d) Tourist wellbeing

2. Attempt all parts:-

2.a.	Define the term Service.(CO1)	2
2.b.	Describe consumer decision making process.(CO2)	2
2.c.	Describe the various effects of employees behavior on service quality.(CO3)	2
2.d.	Describe the term 'Service recovery'.(CO4)	2
2.e.	Discuss about health services.(CO5)	2

<div align="center">SECTION B   30</div>

3. Answer any <u>five</u> of the following:-

3-a.	Write down a short note on service marketing mix.(CO1)	6
3-b.	Discuss the major challenges of service marketing in India.(CO1)	6
3-c.	Give examples of low contact services.(CO2)	6
3-d.	Describe the factors that affect consumer behavior in service.(CO2)	6
3.e.	Describe the importance of service promise.(CO3)	6
3.f.	Describe the Role of IT in CRM.(CO4)	6
3.g.	Write down a note on recent trends in service industries.(CO5)	6

<div align="center">SECTION C   50</div>

4. Answer any <u>one</u> of the following:-

4-a.	Describe service environment. Write down broad classification of services.(CO1)	10
4-b.	Write down the importance of market segmentation for service industry.(CO1)	10

5. Answer any <u>one</u> of the following:-

5-a.	Explain different perceived risks in services. Discuss various methods to handle these risks.(CO2)	10
5-b.	Discuss various strategies to match Demand and Capacity.(CO2)	10

6. Answer any <u>one</u> of the following:-

6-a.   Describe service pricing strategies in detail.(CO3)   10

6-b.   Examine the role of advertising in marketing of services.(CO3)   10

7. Answer any <u>one</u> of the following:-

7-a.   Define service recovery. Discuss various service recovery strategies.(CO4)   10

7-b.   Discuss the gaps model of service quality.(CO4)   10

8. Answer any <u>one</u> of the following:-

8-a.   Discuss the challenges in telecom industry.(CO5).   10

8-b.   Describe the factors affecting health care delivery system.(CO5)   10