NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Global)

TRIMESTER: V - THEORY EXAMINATION (2024 -2025)

Subject: Marketing of Services

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A
15

1. Attempt all parts:-

1-a. Services are primarily __ in nature (CO1,K2). 1

    (a) Tangible

    (b) Intangible

    (c) Perishable

    (d) Durable

1-b. The process of dividing a broad market into distinct groups with common characteristics is known as (CO2,K2): 1

    (a) Positioning

    (b) Differentiation

    (c) Segmentation

    (d) Branding

1-c. A key difference between services and goods lies in their (CO3,K2): 1

    (a) Production process

    (b) Tangibility

    (c) Cost structure

    (d) Storage capability

1-d. Employees influence service delivery through (CO4,K2): 1

    (a) Customer interactions

(b)   Internal training only

(c)   Independent decision-making

(d)   Avoiding direct communication

1-e.   A widely used model for assessing service quality is (CO5,K2):   1

(a)   SERVQUAL

(b)   SWOT Analysis

(c)   PESTLE Model

(d)   BCG Matrix

2. Attempt all parts:-

2.a.	Define services in the context of marketing (CO1,K2).	2
2.b.	Write-down the meaning of segmentation (CO2,K2).	2
2.c.	Outline two characteristics of customer expectations in service delivery (CO3,K4).	2
2.d.	Mention the key components of physical evidence in service delivery (CO4,K2).	2
2.e.	Define service quality (CO5,K2).	2

SECTION-B   15

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

3-a.	Illustrate the challenges faced in promoting services compared to promoting physical goods (CO1,K4).	5
3-b.	Examine the advantages and limitations of niche marketing (CO2,K4).	5
3.c.	Outline the major factors influencing consumer behavior (CO3,K2).	5
3.d.	Discuss the role of employees in service delivery (CO4,K2).	5
3.e.	Explain the role of customer feedback in assessing service quality (CO5,K2).	5

SECTION-C   30

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

| 4-a. | Elaborate on the role of intangibility, inseparability, variability, and perishability in service marketing (CO1,K4). | 6 |
| 4-b. | Describe the marketing mix (7Ps) and its relevance in service marketing (CO1,K2). | 6 |

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

| 5-a. | Explain various bases used for segmenting consumer markets with relevant examples (CO2,K2). | 6 |
| 5-b. | Discuss the benefits and risks associated with niche marketing as a targeting strategy (CO2,K2). | 6 |

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

| 6-a. | Elaborate on the different types of buying decision behavior (CO3,K4). | 6 |
| 6-b. | Analyze the various stages of the consumer buying decision process (CO3,K4). | 6 |

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

7-a.	Outline the key elements of a service blueprint and their function in visualizing the service process(CO4,K4).	6
7-b.	Analyze the relationship between service process efficiency and customer satisfaction in service organizations (CO4,K4)..	6

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

8-a.	Explain different approaches used to measure service quality effectively (CO5,K2).	6
8-b.	Discuss the role of compensation in service recovery management (CO5,K2).	6