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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA MF

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Services Marketing

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- (1.1) Value-added service means_____ (CO1, K1) 1
- (a) Additional services
 - (b) Better value at a premium
 - (c) Costlier services
 - (d) Better value at a discount
- (1.2) In addition to the traditional four Ps, the services marketing mix includes _____ 1
- (CO1, K1)
- (a) People, Process & Physical Evidence
 - (b) Place, Politics, People
 - (c) Price, Promotion, Place
 - (d) None of these
- (1.3) New Service Development involves_____. (CO2, K2) 1
- (a) Location and accessibility
 - (b) Facilities design and ambience
 - (c) Servicescape
 - (d) All of the above
- (1.4) Perception of Performance = Expectation gives us_____ (CO2, K1) 1
- (a) Customer satisfaction
 - (b) Service expectation
 - (c) Service recovery
 - (d) Image costs

- (1.5) SSTS refers to _____ (CO3, K1) 1
- (a) Service Standards Testing
 - (b) Self- Service Technologies
 - (c) Standard Service Technologies
 - (d) Self Service Treatments
- (1.6) _____ is when a business offers a service and a product or a good together as its practice. (CO3, K1) 1
- (a) Service promise
 - (b) service expected
 - (c) service product
 - (d) none
- (1.7) _____ is not one of the five dimensions that is measured by the SERVQUAL SCALE. (CO4, K1) 1
- (a) tangibles
 - (b) employee satisfaction
 - (c) responsiveness
 - (d) assurance
- (1.8) _____ refers to the principles, practices, and guidelines that an organization follows when interacting with its customers. (CO4, K1) 1
- (a) recovery paradox
 - (b) CRM
 - (c) recovery
 - (d) none
- (1.9) _____ sector does not come under the service sector in India. (CO5,K1) 1
- (a) Real estate
 - (b) Transport
 - (c) Restaurant
 - (d) Formation of electronic television
- (1.10) _____ industry is known as sun rising industry. (CO5, K1) 1
- (a) Dairy
 - (b) IT
 - (c) Health
 - (d) None

2. Attempt all parts:-

- (2.1) Describe the term Internal Marketing. (CO1, K2) 2
- (2.2) Define the term warranty. (CO2, K1) 2
- (2.3) Write down the components of service blueprinting. (CO3, K2) 2
- (2.4) Name any two methods of measuring service quality. (CO4, K1) 2
- (2.5) Describe 3 PL in logistics. (CO5, K2) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Discuss the role of demographic factors in influencing marketing. (CO1, K2) 6
- (3.2) Write a brief note on service targeting. (CO1, K2) 6

Answer any one of the following:-

- (3.3) Describe knowledge-intensive services with the help of any example. (CO2, K2) 6
- (3.4) Define Service delivery. Differentiate between low contact and high contact services with examples. (CO2, K3) 6

Answer any one of the following:-

- (3.5) List down the challenges of service delivery. (CO3, K1) 6
- (3.6) Customer experience just another name for customer service. Explain. (CO3, K4) 6

Answer any one of the following:-

- (3.7) Differentiate between relationship management and relationship marketing. (CO4, K4) 6
- (3.8) Enumerate the different types of service failure. (CO4, K4) 6

Answer any one of the following:-

- (3.9) Discuss the role of communication in service marketing. (CO5, K5) 6
- (3.10) "E-Services are the need of hour"; Comment on this statement and support your answer with examples. (CO5, K5) 6

SECTION-C 50

4. Answer any one of the following:-

- (4.1) Suppose you are the marketing manager of any restaurant, what strategies you will follow for STP? (CO1, K3) 10
- (4.2) List any five physical evidences from hospital industry. (CO1, K1) 10

5. Answer any one of the following:-

- (5.1) Discuss in detail on consumer perception of services. (CO2, K2) 10
- (5.2) Illustrate the process of Consumer decision making in context of Services. (CO2, K3) 10

6. Answer any one of the following:-

- (6.1) Explain the meaning and importance of pricing of services. (CO3, K2) 10
- (6.2) Describe physical evidence in services marketing. Explain its significance. (CO3, K2) 10

7. Answer any one of the following:-

- (7.1) Describe the ways through which service gap can be closed. (CO4, K2) 10
- (7.2) Discuss common barriers to CRM success, also suggest ways to overcome it. (CO4, K5) 10

8. Answer any one of the following:-

- (8.1) Suppose you are the marketing manager of any healthcare service provider, how would you design your segmentation strategies? (CO5, K3) 10
- (8.2) Choose a product from the hospitality industry to explain the term augmented product. Discuss its relevance. (CO5, K3) 10