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

MBA

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) Equipment-based services include all EXCEPT: _____. (CO1,K1) 1
- (a) ATM transactions
- (b) Online banking
- (c) Personal training
- (d) Automated car wash
- (1.2) Demographic segmentation includes variables such as: (CO1,K1) 1
- (a) Attitudes
- (b) Income
- (c) Benefits sought
- (d) Occasion
- (1.3) Which scenario best highlights the inseparability characteristic of services? (CO2,K1) 1
- (a) Manufacturing cars
- (b) Attending a live concert
- (c) Storing cereals
- (d) Reading a book
- (1.4) Consumer behavior in services often includes _____ roles. (CO2,K1) 1
- (a) Passive only
- (b) Co-production
- (c) No involvement
- (d) Observer

- (1.5) _____ pricing strategy involves setting a low initial price to attract customers. (CO3, K1) 1
- (a) Skimming pricing
 - (b) Penetration pricing
 - (c) Psychological pricing
 - (d) Dynamic pricing
- (1.6) What is a critical element in service marketing mix regarding communication with customers? (CO3,K1) 1
- (a) Place
 - (b) Price
 - (c) Promotion
 - (d) Product
- (1.7) Empathy in service quality refers to: (CO4, K1) 1
- (a) Cost reduction
 - (b) Understanding and caring for customers
 - (c) Speed of service
 - (d) Technical upgrades
- (1.8) Root cause analysis in complaints helps to: (CO4, K1) 1
- (a) Increase prices
 - (b) Avoid future failures
 - (c) Reduce salary
 - (d) Improve decor
- (1.9) Which service is commonly outsourced in ITES? (CO5, K2) 1
- (a) Customer support
 - (b) Coal mining
 - (c) Brick manufacturing
 - (d) Farming
- (1.10) NGOs leveraging technology by _____. (CO5,K1) 1
- (a) Using social media for outreach
 - (b) Avoiding digital tools
 - (c) Relying on paper flyers
 - (d) Limiting communication

2. Attempt all parts:-

- (2.1) State which P was added first beyond the original 4 P's. (CO1, K1) 2
- (2.2) Describe "desired service level." (CO2, K2) 2
- (2.3) Explain dynamic pricing. (CO3,K2) 2
- (2.4) Explain customer loyalty. (CO4, K2) 2
- (2.5) Name any two tools used in virtual education. (CO5, K1) 2

SECTION-B

30

Answer any one of the following:-

(3.1)	Describe an example of an equipment-based service. (CO1, K2)	6
(3.2)	Describe an example of psychographic segmentation in tourism services. (CO1,K2)	6
Answer any one of the following:-		
(3.3)	Explain how market research informs customer-defined service standards. (CO2, K2)	6
(3.4)	Explain the role of the “core service” in the new service development process. (CO2,K2)	6
Answer any one of the following:-		
(3.5)	Analyze the importance of managing service promises. (CO3, K4)	6
(3.6)	Explain any two pricing strategies used in services. (CO3, K2)	6
Answer any one of the following:-		
(3.7)	Describe how service quality can be measured. (CO4, K2)	6
(3.8)	Explain responsiveness with an example. (CO4, K2)	6
Answer any one of the following:-		
(3.9)	Explain two key trends in professional services. (CO5, K2)	6
(3.10)	Explain the use of AI in customer support. (CO5, K2)	6
<u>SECTION-C</u>		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Classify services into major categories (e.g., people-based vs. equipment-based, tangible vs. intangible), and explain the basis for each classification. (CO1,K2)	10
(4.2)	Apply the full 7 P’s of the services marketing mix to develop a marketing plan for a mid-sized healthcare clinic aiming to improve patient satisfaction and retention. (CO1, K3)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Write down a lucid note on customer perception of services. (CO2, K2)	10
(5.2)	Describe the concept of yield management in services, then explain how differential pricing (e.g., peak vs. off-peak rates) helps balance demand and capacity. (CO2, K2)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Describe service blueprinting. Explain its components and benefits. (CO3,K2)	10
(6.2)	Explain the role of promotions and servicecapes in influencing customer perception. (CO3, K2)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Explain the process of service failure management and recovery. (CO4, K2)	10
(7.2)	Describe the challenges in implementing service guarantees. (CO4, K2)	10
8. Answer any <u>one</u> of the following:-		
(8.1)	Discuss how ITES has revolutionized back-office operations. (CO5, K2)	10
(8.2)	Evaluate the effects of online booking platforms on traditional travel agencies. (CO5, K5)	10