

**2 0 1 3**

( May )

COMMERCE

( Speciality )

Course : 403

**( Service Marketing )**

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. State whether the following statements are  
True or False : 1×8=8

(a) Services are deeds, processes and performances.

(b) Customer expectation cannot be influenced by a customer's perception of product or service and cannot be created by previous experience, advertising, word of mouth and brand image.

- (c) According to gap-4 of service quality gaps model, the difference between customer expectations of service and perceived service occurs due to mismatch between the service specifications and the actual service delivery.
- (d) The intention of market segmentation is to identify groups of similar customers and potential customers; to prioritise the groups to address; to understand their behaviour.
- (e) Service triangle includes company, employees and products.
- (f) Tangibility is a distinctive feature of goods.
- (g) Cost allocation in case of services is easier in comparison to cost allocation in case of goods.
- (h) Quality of services varies with time and person whereas quality in case of goods are 'standardised'.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Service Marketing Triangle
- (b) Three Basic Parameters to Judge Service Quality

- (c) Benefits of Relationship Marketing
- (d) Promotional Mix
- (e) Characteristics of Financial Product
- (f) Nature-based Segmentation of Tourism Industry
- (g) Strategies for Creation of a Strong Service Brand

3. (a) State the significance of service marketing. List various bases for classifying services. 4+7=11

Or

(b) What do you mean by market environment? Discuss the micro- and macro-environmental factors that influence the organization's ability to serve its customers. 4+7=11

4. (a) What is customer service model? Explain the features of a good customer service model. 4+7=11

Or

(b) Define customers' service expectations. State the factors that influence customer expectations of service. 4+7=11

5. (a) What are the different service quality dimensions? Explain service quality gaps model. 4+7=11

Or

- (b) What do you mean by branding? Explain its significance. 4+7=11

6. (a) What do you mean by market segmentation? Explain the common bases of market segmentation. 4+7=11

Or

- (b) Explain the elements to be considered for pricing the services. Discuss various pricing strategies for the services. 4+7=11

7. (a) Explain the features of tourism marketing and discuss the marketing mix decisions for tourism industry.

6+6=12

Or

- (b) Give a brief note on 'marketing of hospital services'.

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