

4 SEM TDC SMKT 3 (Sp)

2 0 1 4

(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) Service purchase results in ownership of something physical.
- (b) In case of services, it is easy to achieve standardization.
- (c) The price of consultancy services is fee.

- (d) The instrument SERVQUAL is related to market survey.
- (e) Discrepancy between delivered service and what is communicated about the service to consumers is known as service promotion gap.
- (f) Services are rendered only for profit.
- (g) If a person purchases a service, his/her participation is a must.
- (h) Books, pens, etc. are the examples of pure goods.

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

- (a) Growth of services
- (b) After-sale services
- (c) Positioning of services
- (d) Pricing of services
- (e) Marketing of educational services
- (f) Ecotourism

3. (a) Define services. What are the characteristics of services? 4+7=11

Or

(b) Define product. Distinguish between Goods and Services. $4+7=11$

4. (a) What do you mean by customer behaviour? Explain various stages which are involved in customer decision-making process towards services. $4+7=11$

Or

(b) What is customer perception? Explain various factors which influence customer perception towards different services. $4+7=11$

5. (a) Define quality. Explain various perspectives of quality in services. $4+7=11$

Or

(b) Explain the meaning of advertising. What are the roles of advertising and packaging in service sector business? $3+4+4=11$

6. (a) Write the features of new services. Explain various stages of new service development process. $4+7=11$

Or

(b) What do you mean by expanded marketing mix? What are the elements of expanded marketing mix? $4+7=11$

7. (a) What are the bases for segmentation of hospitality? Discuss about physical evidence of hospitality industry. $5+7=12$

Or

(b) What is financial service? Discuss the marketing mix decisions of financial services. $4+8=12$

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