

4 SEM TDC SMKT 3 (Sp) (N/O)

2 0 1 6

(May)

COMMERCE

(Speciality)

Course : 403

(**Service Marketing**)

Time : 3 hours

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

(**New Course**)

Full Marks : 80

Pass Marks : 24

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

(a) Once goods and services are sold, the
ownership goes to the buyer.

(b) There is no need of market
segmentation in service marketing.

(c) ITDC stands for Indian Tourism
Development Corporation.

- (d) According to gap model, the gap between service performance and promises is known as service gap.
- (e) SWOT stands for Strengths, Weaknesses, Opportunities and Training.
- (f) Consultancy services are examples of non-profit organisations.
- (g) Intangible products are known as non-physical products.
- (h) Dining area of a hotel is an example of physical evidence.

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

- (a) Growth of service marketing
- (b) Customer expectation
- (c) Packaging of services
- (d) Positioning
- (e) Service marketing triangle
- (f) Understanding service customers

3. (a) Describe the different macro-environmental and micro-environmental factors of service marketing. 3+8=11

Or

(b) What is service marketing? Distinguish between goods and services marketing.

3+8=11

4. (a) Define the term 'perception'. Explain the process of perception in the context of service marketing.

3+8=11

Or

(b) Define service market segmentation. Explain the factors that are generally considered by marketers in service market segmentation.

3+8=11

5. (a) Explain in detail about the elements of expanded marketing mix in service marketing.

11

Or

(b) What do you mean by 'quality'? Discuss the quality model in service marketing.

3+8=11

6. (a) Write in detail about the marketing of financial services.

12

Or

(b) What do mean by 'tourism'? Discuss the marketing practices in tourism industry.

3+9=12

7. (a) Define the term 'advertising'. Explain the role of advertising in service marketing.

11

Or

(b) What is service gap? Explain the different causes of service gap in service marketing.

3+8=11

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(Old Course)

Full Marks : 80

Pass Marks : 32

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

- (a) PESTLE stands for Political, Economic, Scientific, Technological, Legal and Environmental.
- (b) Customer expectations are the needs, wants and preconceived ideas of a customer about a product.
- (c) Technological environment is an example of micro-environment.
- (d) The price of consultancy services is fee.
- (e) The market segment to which a particular product is marketed is known as targeting.
- (f) Product positioning is also known as position of different goods and services by marketers.
- (g) In health-care services, the private sector accounts for more than 80% of the total health-care spending in India.
- (h) The Indian Tourism Development Corporation (ITDC) came into existence in October 1966.

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

- (a) Service marketing segmentation
- (b) Products of hospitality services
- (c) Difference between goods and services marketing
- (d) Prospect of tourism service marketing
- (e) Promotion of services
- (f) Packaging of services

3. (a) Discuss about the nature and scope of service marketing. 4+7=11

Or

(b) Explain the different components of service marketing triangle. 11

4. (a) What do you mean by customer behaviour? Explain the need of customer behaviour study in service marketing. 3+8=11

Or

(b) What is customer perception? Explain the different factors which influence customer perception towards different services. 3+8=11

5. (a) What is quality in services? Explain the quality issues in service marketing.

3+8=11

Or

(b) Discuss the role of advertising and branding in marketing of services.

$5\frac{1}{2}+5\frac{1}{2}=11$

6. (a) Discuss about the meaning and significance of targeting and positioning in service marketing.

3+4+4=11

Or

(b) Write in detail about the expanded marketing mix in service marketing.

11

7. (a) Give a detailed picture on marketing practices of financial services providers in India.

12

Or

(b) What is Hospitality Services? Explain the reasons behind the growth of hospitality services.

3+9=12

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