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

**2 0 1 7**

( 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) Affluence in a society and growth in  
services are not correlated.

(b) Services are homogeneous whereas  
goods are heterogeneous.

- (c) When a service company offers only one package across its market, it is called differentiated marketing.
- (d) The service product is a bundle of features and benefits.
- (e) The price of stockbroking service is salary.
- (f) Quality is a key element in the service business.
- (g) A modified marketing mix consisting of four Ps can be used as comprehensive marketing strategy.
- (h) Marketing segmentation is to divide the homogeneous market into heterogeneous segments.

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

- (a) Service marketing segmentation
- (b) Physical evidence
- (c) Expanded marketing mix
- (d) Marketing of education
- (e) Micro-environment for services
- (f) Non-monetary cost

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

Or

- (b) Define services. Explain the reasons for the growth of the services sector. 4+7=11

4. (a) What are the various customer groups? What are their distinctive characteristics? 6+5=11

Or

- (b) Discuss the importance of the study of consumer behaviour in service marketing. 11

5. (a) What are the determinants of Service Quality? How do they influence service business? 6+5=11

Or

- (b) What are the tools of Sales Promotion? Explain with examples for any two services. 7+4=11

6. (a) What is market segmentation? Describe how market segmentation can be used for services. 4+7=11

Or

- (b) What are the components of the service marketing mix? 11

- 7. (a)** How do you understand a tourism offer?  
Explain the marketing components of a  
tourism service. 5+7=12

*Or*

- (b)** Explain the marketing practices of  
hospitality services in India. 12

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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) Affluence in a society and growth in services are not correlated.
  - (b) Services are homogeneous whereas goods are heterogeneous.
  - (c) The study of consumer behaviour lays the foundation for marketing of services.
  - (d) SWOT stands for Strengths, Weakness, Opportunities and Training.
  - (e) There is no need of market segmentation in service marketing.
  - (f) Customer participation in service production process does not influence service quality.
  - (g) In the distribution of services, the middleman becomes a co-producer of the service.
  - (h) The quality of service is perceived during buyer-seller interactions.

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

- (a) Customer expectation
- (b) Target marketing
- (c) Macro-environment of services
- (d) Packaging of services
- (e) Promotion of services
- (f) Management of people in service industry

3. (a) Explain the importance of service marketing in the changing business scenario. 11

*Or*

(b) What are the marketing challenges due to the intangible characteristics of services? 11

4. (a) How do consumers develop perception? Discuss the relation between consumer expectations and perceptions. 6+5=11

*Or*

(b) Discuss the importance of the study of consumer behaviour in service marketing. 11

5. (a) What are the differences between goods and services branding? 11

Or

(b) How is service quality perceived by customers? 11

6. (a) Define service market segmentation. Explain the factors that are generally considered by marketers in service market segmentation. 3+8=11

Or

(b) Explain the approaches for pricing of services. 11

7. (a) Write in detail about the marketing of educational services. 12

Or

(b) What is hospitality services? Explain the reasons behind the growth of hospitality services. 3+9=12

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