

MBA
FOURTH SEMESTER (SPECIAL REPEAT)
SERVICE MARKETING
MBA-403 A

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

[PART-A : Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. A service is essentially
 - a. Tangible
 - b. Goods
 - c. Intangible
 - d. All of these
2. In service marketing, there are
 - a. 7Ps
 - b. 4Ps
 - c. 21Ps
 - d. 3Ps
3. Service industries tend to be labour intensive. This influence the nature of service related to
 - a. Inseparability
 - b. Variability
 - c. Perishability
 - d. Intangibility
4. Example of service industries are
 - a. Public service
 - b. Social service
 - c. Smart phone manufacturing
 - d. Both A and B
5. Beliefs about service delivery is known as
 - a. Customer perception
 - b. Customer experience
 - c. Customer expectation
 - d. Post purchase behaviour
6. Promotion, pricing, distribution fall under
 - a. Internal factors
 - b. External factors
 - c. Situational factors
 - d. Supplier controlled factors
7. Customer expectation must me managed during
 - a. Pre-purchase phase
 - b. Service encounter
 - c. Post-purchase phase
 - d. All of these
8. Factors influencing customer perception are
 - a. Service encounter
 - b. Service evidence
 - c. Price
 - d. All of these
9. The product of an interaction between an organization and a customer over the duration of their relationship is called as
 - a. Customer expectation
 - b. Customer perception
 - c. Customer experience
 - d. Customer satisfaction

10. Hiring and retaining better people than the competitors can provide a strong competitive advantage by
 - a. Location differentiation
 - b. Personnel differentiation
 - c. Service differentiation
 - d. Physical attribute differentiation
11. The primary types of intermediaries used in service delivery are
 - a. Franchisee
 - b. Agents
 - c. Internet
 - d. All of these
12. Map or flowchart of all the transaction that constitute the service delivery process is known as
 - a. Service blueprint
 - b. Service graph
 - c. Service delivery channel
 - d. None of these
13. A communication process with external audience of an organization is defined as
 - a. Positioning
 - b. Marketing communication
 - c. Branding
 - d. All of these
14. Promotion mix for services are
 - a. Advertising
 - b. Personal selling
 - c. Word of mouth
 - d. All of these
15. Components of CRM are
 - a. Customer
 - b. Management
 - c. Both A and B
 - d. Customer service
16. Factors affecting customer satisfaction in service setting are
 - a. Product and service features
 - b. Customer emotions
 - c. Perception of equity or fairness
 - d. All of these
17. In Kano's model, basic needs also called as
 - a. Delighters
 - b. Satisfiers
 - c. Dissatisfiers
 - d. None of these
18. An unspoken or unexpected requirement of a customer that result into high level of customer satisfaction is known as
 - a. Satisfiers
 - b. Delighters
 - c. Quality
 - d. None of these
19. Gap results from a difference between what customers expect and what management perceives these expectations to be is known as
 - a. Management perception gap
 - b. Service delivery gap
 - c. Quality specification gap
 - d. Gap 3
20. Poorly interpreted information about customer's expectations lead to
 - a. Service delivery gap
 - b. Management perception gap
 - c. Quality specification gap
 - d. Service gap

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. What do you mean by service? Define service marketing. What are the importances of Service marketing? 2+2+6=10
2. What do you mean by Customer Expectation of Service? What are the factors that influence customer expectation of service? 2+8=10
3. Mention the strategies for influencing customer perception of service. 10
4. Service is intangible and perishable. Explain. 5+5=10
5. What is marketing communication? What is the need for marketing communication? What are the promotion mixes for service? 2+4+4=10
6. What are the types of service delivery channel? Describe in detail. How does electronic channel facilitates service delivery? 2+6+2=10
7. What is Customer Relationship Management (CRM)? What is the purpose of CRM? What are the components of CRM? What are the important steps in CRM? 1+3+3+3=10
8. What do you mean by Service quality? What is SERQUAL? Explain the 5 dimensions of SERVQUAL. 2+3+5=10

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