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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: IV - THEORY EXAMINATION (2023 - 2024)

Subject: Marketing of Services

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

20

1. Attempt all parts:-

- 1-a. Intangibility, Perishability, Inseparability & Variability are the characteristics of _____. (CO1) 1
- (a) Goods
 - (b) Services
 - (c) Goods & Services both
 - (d) None of these
- 1-b. _____ are the only service distributors which do not require direct human interactions. (CO1) 1
- (a) Electronic Channels
 - (b) SSTs
 - (c) Direct Service Channels
 - (d) Speculative channels
- 1-c. The attributes a consumer can determine after purchase of a product or service is referred to as _____. (CO2) 1
- (a) Search qualities

- (b) External qualities
(c) Experience qualities
(d) Credence qualities
- 1-d. Minimum level of service which customers will accept without being dissatisfied known as _____. (CO2) 1
- (a) Adequate Service
(b) Desired Service
(c) Expected Service
(d) Wished for level
- 1-e. The value that is put for a product is known as _____. (CO3) 1
- (a) Commission
(b) Price
(c) Profit
(d) Revenue
- 1-f. Two or more complementary products offered together at single price is known as _____. (CO3) 1
- (a) Bundle pricing
(b) Transfer Pricing
(c) Full cost pricing
(d) Going rate pricing
- 1-g. _____ is a way of measuring and evaluating how well the business supports its customers throughout the buyer journey. (CO4) 1
- (a) service experience
(b) Service recovery
(c) Critical incident
(d) Service performance
- 1-h. _____ is an umbrella term for systematic efforts by a firm to correct a problem following a service failure and retain a customers goodwill. (CO4) 1
- (a) service failures
(b) service recovery
(c) service expectation
(d) none
- 1-i. _____ segmentation is generally preferred by international companies. (CO5) 1

- (a) Geographical
- (b) Economic
- (c) Demographic
- (d) Behavioural

- 1-j. In Banking services, market can be segmented on the basis of_____. (CO5) 1
- (a) Customers
 - (b) sales
 - (c) politicians
 - (d) None

2. Attempt all parts:-

- 2.a. State any two differences between product and service. (CO1) 2
- 2.b. List any two examples of search qualities. (CO2) 2
- 2.c. Discuss the role of employees and customers in service delivery. (CO3) 2
- 2.d. Define Service failure. (CO4) 2
- 2.e. Describe professional services. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Discuss the Service life cycle. (CO1) 6
- 3-b. Explain the concept of Service positioning. (CO1) 6
- 3-c. Describe the situational factors that affect customer expectations of service. (CO2) 6
- 3-d. Describe technology-intensive services with the help of appropriate example. (CO2) 6
- 3.e. Explain the role of Physical evidence in the marketing of services. (CO3) 6
- 3.f. Enumerate the different types of service failure. (CO4) 6
- 3.g. Describe various risks associated with e-business. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Describe service environment. Write down broad classification of services.(CO1) 10
- 4-b. Discuss the marketing mix strategies related with insurance sector. Explain with suitable examples. (CO1) 10

5. Answer any one of the following:-

5-a. Define consumer behavior. Discuss various factors affecting consumer behavior. (CO2) 10

5-b. Write down a detailed note on Demand and capacity management. (CO2) 10

6. Answer any one of the following:-

6-a. Describe the driving forces which influence the pricing of services? Explain with examples. (CO3) 10

6-b. Discuss tools of sales promotion; explain by taking example of any two services. (CO3) 10

7. Answer any one of the following:-

7-a. Define the term service quality. How is it measured? Answer in special reference to Telecom industry. (CO4) 10

7-b. Discuss the concept, functions and components of CRM. (CO4) 10

8. Answer any one of the following:-

8-a. Suppose you are the marketing manager of any healthcare service provider, how would you design your segmentation strategies? (CO5) 10

8-b. To what extent is word of mouth publicity important for services? Explain it in context of education sector. (CO5) 10

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