



- (b) Excess Capacity
  - (c) Optimum Demand
  - (d) Optimum Capacity
- 1-d. Under \_\_\_\_\_, quality cues are dominated by price and other tangible components. (CO2) 1
- (a) Implicit service
  - (b) Explicit service
  - (c) Internal Service
  - (d) None of above
- 1-e. 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-f. Blueprints identify all of the following process steps except \_\_\_\_\_. (CO3) 1
- (a) The direction in which processes flow
  - (b) The time it takes to move from one process to another
  - (c) The costs involved with each processing site
  - (d) The amount of inventory build-up at each step
- 1-g. \_\_\_\_\_ are complaints that are expressed without the expectation that problem will be solved. (CO4) 1
- (a) ostensive
  - (b) instrumental
  - (c) reflexive
  - (d) non-instrumental
- 1-h. The distance between a customer's expectations of a service and perception of the service actually delivered is called: (CO4) 1
- (a) Knowledge gap
  - (b) Service Gap
  - (c) Standard Gap
  - (d) Delivery Gap
- 1-i. The physical evidence in case of a hospital would include \_\_\_\_\_. (CO5) 1

- (a) location
- (b) maintenance of patient records
- (c) the cost of bed occupancy
- (d) doctors and nurses.

- 1-j. In the travel and tourism industry customers perceptions of value and worth are often associated with\_\_\_\_\_. (CO5) 1
- (a) Price
  - (b) Profit
  - (c) Place
  - (d) Promotion

**2. Attempt all parts:-**

- 2.a. Write down any two points of importance of service industry in building an economy. (CO1) 2
- 2.b. Define consumer behavior. (CO2) 2
- 2.c. Describe the term sales promotion. (CO3) 2
- 2.d. Describe implicit service guarantee. (CO4) 2
- 2.e. Describe 3 PL in logistics. (CO5) 2

**SECTION B**

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**3. Answer any five of the following:-**

- 3-a. Write down the benefits of positioning of services. (CO1) 6
- 3-b. Describe the principles of service marketing. (CO1) 6
- 3-c. Describe predicted service level with the help of any example. (CO2) 6
- 3-d. Discuss the challenges in service design. (CO2) 6
- 3.e. Describe employee role in service delivery. (CO3) 6
- 3.f. Describe Analytical CRM in detail. (CO4) 6
- 3.g. Write down the functions of an NGO. (CO5) 6

**SECTION C**

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**4. Answer any one of the following:-**

- 4-a. Discuss the need and importance of service differentiation. Explain with the help of suitable example of a company offering service differentiation. (CO1) 10
- 4-b. Discuss STP for any company in the service sector of your choice. (CO1) 10

**5. Answer any one of the following:-**

- 5-a. Describe the need for understanding customers service expectations and how can you do that. (CO2) 10
- 5-b. "Marketers always prefer their customers to have wider tolerance zone for a service." Do you agree? Justify your answer with a suitable argument. (CO2) 10

**6. Answer any one of the following:-**

- 6-a. Discuss the various customers oriented pricing methods in service marketing. (CO3) 10
- 6-b. Describe reasons of switching service providers, Suggest measures a marketer can undertake to prevent the customers from switching. (CO3) 10

**7. Answer any one of the following:-**

- 7-a. Explain various steps for complaint handling. (CO4) 10
- 7-b. "A single service problem can destroy a customer's confidence in a firm." Comment. (CO4) 10

**8. Answer any one of the following:-**

- 8-a. Discuss the role of technology in service marketing. Give suitable examples of usage of technology in service marketing relevant from the industry. (CO5) 10
- 8-b. Choose a product from the hospitality industry to explain the term augmented product. Discuss its relevance. (CO5) 10