

Time: 2½ Hrs.

Marks: 75

**N.B. 1. All questions are compulsory**  
**2.Figures to the right indicate marks.**

**Q.1. (A) Match the column (any Eight)**

**(08)**

	<b>Group A</b>		<b>Group B</b>
A	Produced & consumed at same place	1	Perishability
B	Services cannot be stored	2	Customer involvement in process
C	People Based Services	3	The graphical depiction of a service
D	Self Service	4	Creates individuality in the product
E	Service Scope	5	Service Marketing strategy
F	Blue print	6	Labour intensive
G	Branding	7	An instrument to measure customer satisfaction level
H	Service marketing triangle	8	Setting standards
I	SERVQUAL	9	Physical environment of service
J	Benchmarking	10	Inseparability

**Q.1. (B) State where the following statements are true or false (any seven)**

**(07)**

- Teaching is a high contact service.
- Services are Homogeneous.
- Customers do not participate in the production process of services.
- Services can be patented.
- The role of Public Relations is to build and maintain image of service marketer.
- SERVQUAL is developed by Parasuraman, Zeithaml and Berry.
- Misleading claims backed by poor service performance is one of the ethical issues in service marketing.
- The transnational strategy is a combination of the global strategy, the multinational strategy and the international strategy.
- Price plays vital role in the marketing mix because it gives perception of the quality.
- Process, price and people are the extended P's of marketing.

**Q.2. (A) Explain the distinctive characteristics of services and its implications.**

**(08)**

**(B) Distinguish between: Goods marketing and Services Marketing**

**(07)**

**OR**

- (C) What are the different ways of distributing services? Explain the role played by Franchising in distributing services. (08)
- (D) What is service mapping? Explain the four lines of service map (07)

- Q.3. (A) Explain the Gap Model of service quality. (08)
- (B) Explain the strategies for managing capacity to match demand. (07)

OR

- (C) Explain the concept of service productivity and evaluate ways to improve productivity (08)
- (D) What is Service Quality? What are the five dimensions of quality? (07)

- Q.4. (A) what are the international and global strategies in services marketing? (08)
- (B) Explain the concept of zone of tolerance with an appropriate example (07)

OR

- (C) What are the recent trends in marketing of services in Banking? (08)
- (D) What are the unethical practices in service marketing with suitable examples? (07)

- Q.5. (A) Explain the different elements and factors favouring adoption of transnational strategy (15)

OR

Q.5. Write a short note on **any Three** of the following (15)

- a) Options for Service delivery
- b) Importance of people in service delivery.
- c) Variations in customer involvement
- d) Moment of Truth
- e) Challenges faced by Service Marketer.

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