

**MASTER OF BUSINESS ADMINISTRATION
FOURTH SEMESTER
SERVICE MARKETING
MBA-403A**

Duration : 3 hrs.

Full Marks: 70

[PART-A: Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. According to Parasuraman, Zeithaml & Berry, the most important determinant of service quality is
 - a. Responsiveness
 - b. Reliability
 - c. Assurance
 - d. Empathy
2. Which of the following is not generally accepted as being part of the extended marketing mix for services?
 - a. People
 - b. Process
 - c. Practice
 - d. Price
3. _____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.
 - a. Servicespace
 - b. Serviceplace
 - c. Servicescape
 - d. Servicescope
4. Services cannot be stored. This describes the _____ characteristic of services.
 - a. Inconsistency
 - b. Variability
 - c. Perishability
 - d. Inseparability
5. _____ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customers point of view.
 - a. Service Design
 - b. Service Innovation
 - c. Service Planning
 - d. Service Blueprinting
6. Services that do not meet customer expectations are called
 - a. Service Failure
 - b. Service Recovery
 - c. Zone of tolerance
 - d. None of these
7. A tool for assessing the level of service quality based on the difference between users expectations and the service experience delivered is:
 - a. Balance Scorecard
 - b. Service Quality Gap Model
 - c. Zone of Tolerance
 - d. Kano Model
8. The element of service quality which is defined as 'the knowledge and courtesy of employees and their ability to convey trust and confidence'
 - a. Empathy
 - b. Assurance
 - c. Tangibility
 - d. Responsiveness

9. A firm's reaction to a customer complaint that results in customer satisfaction and goodwill is called a
- a. Moment of truth
 - b. Service Recovery
 - c. Customer delight
 - d. Critical Incident Technique
10. Passive customers are those who tend to have high tendency to complain about a service - State true or false
- a. True
 - b. False
11. In Kano Model which of the following attribute is not present
- a. Basic Needs
 - b. Excitement Attributes
 - c. Performance Attributes
 - d. None of the above
12. In service marketing triangle _____ marketing refers to making promise to customers
- a. Internal Marketing
 - b. Interactive Marketing
 - c. External Marketing
 - d. Relationship Marketing
13. Services that are directed towards one's possession is called _____
- a. Possession Processing
 - b. People Processing
 - c. Mental stimulus Processing
 - d. Information Processing
14. Attributes where consumers can evaluate only during or after the consumption process is known as
- a. Search Qualities
 - b. Credence Qualities
 - c. Experience Qualities
 - d. None of the Above
15. Text messaging is a type of which promotion strategy?
- a. Personal Selling
 - b. Sales Promotion.
 - c. Direct Marketing
 - d. Public Relations
16. Examples of pure tangible goods include all of the following EXCEPT
- a. Salt
 - b. Soap
 - c. Toothpaste
 - d. Tax Preparation
17. Fixing the right price for services offered is difficult because of
- a. Perishability
 - b. Inseparability
 - c. Intangibility
 - d. Heterogeneity
18. Customer Expectation may be
- a. Meeting the requirements
 - b. Exceeding requirements
 - c. Not able to meet the requirements
 - d. All the Above
19. Moments of truth refers to
- a. Point of interaction with customers
 - b. Service Recovery
 - c. Customer delight
 - d. Service Failure

20. A hotel might institute an airport shuttle service because the concerned service provider noticed a high demand for taxi service. This is an example of _____

a. Service Innovation
c. Service Design

b. Product Technology
d. None of the Above

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(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

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

1. Define service and state its characteristics? Mention three reasons for growth in service industry? 2+5+3=10
2. Explain in detail with diagram the service marketing triangle? Why is it important? 8+2=10
3. Explain the GAP Model of Service delivery? What is zone of tolerance? 8+2=10
4. Discuss the SERVQUAL model attributes of services? 10
5. What is relationship marketing? Write the various strategies to build relationship marketing in service marketing? 3+7=10
6. What is a service guarantee? Explain the characteristics of a good service guarantee? Explain in brief how a guarantee works? 2+5+3=10
7. What are the causes behind services switching? What is the importance of non-monetary cost involved in consuming a service? 6+4=10
8. Elaborate the pricing strategies available for services marketing? Which pricing strategies is the best in your opinion? 8+2=10

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