



GIET UNIVERSITY, GUNUPUR – 765022

M.B.A (Third Semester – Regular) Examinations, December – 2020

MB 304 A – SERVICE MARKETING

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)

(1 x 10 = 10 Marks)

Q. 1 Answer ALL questions

- a. Which of the following is not a tangible dominant?

(i) Detergents.	(ii) Automobiles
(iii) Investment Management	(iv) Soft Drinks
- b. Name of the country having maximum percent of GDP attributed to services

(i) United States	(ii) China
(iii) Germany	(iv) India
- c. ----- is not an element of physical evidence.

(i) Employee dress	(ii) Employee Training
(iii) Equipment	(iv) Facility Design
- d. ----- is not an element of People

(i) Motivation	(ii) Teamwork
(iii) Flow of activities	(iv) Customer training
- e. ----- is the difference between customer expectations and perceptions

(i) Customer Delight	(ii) Customer Satisfaction
(iii) Customer Gap	(iv) The Supplier Gap.
- f. The element of service quality which is defined as a willingness to help customers and provide prompt service.

(i) Assurance	(ii) Reliability
(iii) Responsiveness	(iv) Empathy
- g. Building long term relationship with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for?

(i) Consumer relationship management	(ii) Customer resource management
(iii) Customer relationship management	(iv) Customer retailing management
- h. In a services context, distribution embraces all of the following elements EXCEPT _____.

(i) Core Services flow	(ii) Product flow
(iii) Information and Promotion flow	(iv) Negotiation flow.
- i. Which of the following does financial services industry consist of ?

(i) Telecommunication	(ii) Hospital
(iii) College	(iv) Banking and Insurance
- j. Which of the following are not considered part of the hospitality service industry?

(i) Car rental companies	(ii) Hotels and Motels
(iii) Travel agents and tour operators	(iv) Advertising agencies.

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PART – II (A): (Short Answer Questions)**(2 x 5 = 10 Marks)****Q.2. Answer ALL questions**

- a. Define service.
- b. What is service Encounter?
- c. Explain New service development?
- d. What are internet channels?
- e. Name any two financial services.

PART – III: (Long Answer Questions)**(6 x 5 = 30 Marks)**Answer **ANY FIVE** questions.

3. What are the challenges in services marketing? Explain.
4. Explain the emergence of service economy in India?
5. Explain the concept service triangle?
6. Explain the different types of gaps in gap analysis?
7. What is channel conflicts how to resolve it?
8. Explain about franchising of services?
9. Explain the major role played by financial service industry in India?
10. What are the revolutions in Indian telecom services?

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