

Enrollment No.....



Faculty of Engineering  
End Sem (Odd) Examination Dec-2018  
OE00008 Fundamentals of Service Marketing

Programme: B.Tech.

Branch/Specialisation: All

**Duration: 3 Hrs.**

**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Services marketing become difficult because of **1**  
(a) Intangibility (b) No demand  
(c) More complex market (d) Difficult to enter the market
- ii. Of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is: **1**  
(a) Intangibility (b) Inseparability  
(c) Perishability (d) Heterogeneity.
- iii. Which of the following statements about the pricing of services (compared to the pricing of goods) is false? **1**  
(a) The demand for services tends to be more elastic than the demand for goods  
(b) Cost-oriented pricing is more difficult for services.  
(c) Comparing prices of competitors is more difficult for service consumers  
(d) Consumers are less able to stockpile services by taking advantage of discount prices
- iv. Charging customers different prices for essentially the same service is called **1**  
(a) Price discrimination (b) Supply and demand.  
(c) Complementary (d) Substitutes.
- v. Differentiation approaches such as competence, courtesy, reliability, and responsiveness are forms of **1**  
(a) Product differentiation (b) Personnel differentiation  
(c) Image differentiation (d) Service differentiation.

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- vi. Which of the following statements pertain to inseparability is false? **1**  
(a) As customer contact increases, the efficiency of the firm decreases.  
(b) Customers can affect the type of service desired  
(c) Customers can affect the length of the service transaction.  
(d) Customers can affect the cycle of demand
- vii. Customer satisfaction can be defined by comparing **1**  
(a) Predicted service and perceived service  
(b) Predicted service and desired service  
(c) Desired service and perceived service  
(d) Adequate service and perceived service
- viii. The pursuit of new customers as opposed to the retention of existing ones is called **1**  
(a) Services marketing (b) B2B marketing  
(c) Conquest marketing (d) Consumer marketing
- ix. The world's largest industry in the private sector and highest projected generator of jobs is \_\_\_\_\_ **1**  
(a) The hospitality industry (b) Health services  
(c) Professional services (d) Business services
- x. The service industry has several emerging trends that organisations need to be aware of. Which of these should organisations keep a look out for? **1**  
(a) New competitors entering the marketplace  
(b) Advances in the internet  
(c) Heightened customer expectations  
(d) Advances in e-commerce.
- Q.2 i. What is a service? How do services differ from goods? **2**  
ii. Explain the characteristics features of service in detail. **3**  
iii. On what different principles the services are classified? What kinds of services are highly intangible? **5**
- OR iv. Give your views on upcoming challenges in the service sector from Indian market point of view. **5**
- Q.3 i. Define service in marketing mix. Discuss the concept of marketing mix. **2**

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- ii. Explain the different stages of new service development process. What are the circumstances the new services developed? **8**
- OR iii. What are the pricing features? Also explain the factors affecting pricing. **8**
- Q.4 i. What do you mean by market segmentation? What is its purpose and significance? **3**  
ii. What is differentiation? What are various steps involved in differentiation. **7**
- OR iii. What is a service positioning and different level of positioning? Distinguish between differentiation and Positioning. **7**
- Q.5 i. What is marketing mix? Explain elements of services marketing mix. **4**  
ii. What do you mean by service offering? What are the offering for new services and the circumstances when new service development is necessary? **6**
- OR iii. What do you mean by customer's assessment of service quality? Explain in detail Gronnos service quality model. **6**
- Q.6 Attempt any two:  
i. Define Financial services? Classify different financial service industry. **5**  
ii. What do you mean by health care marketing? Classify different health services in India. **5**  
iii. Explain the scope of non business marketing in India with example. Discuss the objectives of non profit Vs profit oriented marketing. **5**

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## Marking Scheme

### OE00008 Fundamentals of Service Marketing

Q.1	<p>i. Services marketing become difficult because of (a) Intangibility</p>	<b>1</b>				
	<p>ii. Of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is: (c) Perishability</p>	<b>1</b>				
	<p>iii. Which of the following statements about the pricing of services (compared to the pricing of goods) is false? (a) The demand for services tends to be more elastic than the demand for goods</p>	<b>1</b>				
	<p>iv. Charging customers different prices for essentially the same service is called (a) Price discrimination</p>	<b>1</b>				
	<p>v. Differentiation approaches such as competence, courtesy, reliability, and responsiveness are forms of (d) Service differentiation.</p>	<b>1</b>				
	<p>vi. Which of the following statements pertain to inseparability is false? (d) Customers can affect the cycle of demand</p>	<b>1</b>				
	<p>vii. Customer satisfaction can be defined by comparing (a) Predicted service and perceived service</p>	<b>1</b>				
	<p>viii. The pursuit of new customers as opposed to the retention of existing ones is called (c) Conquest marketing</p>	<b>1</b>				
	<p>ix. The world's largest industry in the private sector and highest projected generator of jobs is_____ (a) The hospitality industry</p>	<b>1</b>				
	<p>x. The service industry has several emerging trends that organisations need to be aware of. Which of these should organisations keep a look out for? (d) Advances in e-commerce.</p>	<b>1</b>				
Q.2	<p>i. Service</p>	1 mark	<b>2</b>			
	<p>Services differ from goods</p>	1 mark				
	<p>ii. Characteristics features of service</p>	<b>3</b>				
	<p>1 mark for each</p>	(1 mark *3)				
				<p>iii. Principles the services are classified</p>	2 marks	<b>5</b>
				<p>Services are highly intangible</p>	3 marks	
			OR	<p>iv. Upcoming challenges in the service sector from Indian market</p>	1 mark for each point	<b>5</b>
					(1 mark * 5)	
			Q.3	<p>i. Service in marketing mix</p>	1 mark	<b>2</b>
				<p>Concept of marketing mix</p>	1 mark	
				<p>ii. Stages of new service development process</p>	4 marks	<b>8</b>
				<p>Circumstances the new services developed</p>	4 marks	
			OR	<p>iii. Pricing features</p>	3 marks	<b>8</b>
				<p>Factors affecting pricing</p>	5 marks	
			Q.4	<p>i. Market segmentation</p>	1 mark	<b>3</b>
				<p>Its purpose and significance</p>	2 marks	
				<p>ii. Differentiation</p>	2 marks	<b>7</b>
				<p>Steps involved in differentiation</p>	5 marks	
			OR	<p>iii. Service positioning and different level of positioning</p>	3 marks	<b>7</b>
				<p>Distinguish b/w differentiation and Positioning.</p>	4 marks	
			Q.5	<p>i. Marketing mix</p>	2 marks	<b>4</b>
				<p>Elements of services marketing mix</p>	2 marks	
				<p>ii. Service offering</p>	2 marks	<b>6</b>
				<p>Offering for new services and the circumstances</p>	4 marks	
			OR	<p>iii. Customer's assessment of service quality</p>	3 marks	<b>6</b>
				<p>Gronnos service quality model</p>	3 marks	
			Q.6	<p>Attempt any two:</p>		
				<p>i. Financial services</p>	2 marks	<b>5</b>
				<p>Different financial service industry</p>	3 marks	
				<p>ii. Health care marketing</p>	3 marks	<b>5</b>
				<p>Health services in India.</p>	2 marks	
				<p>iii. Scope of non business marketing in India</p>	2 marks	<b>5</b>
				<p>Objectives of non profit Vs profit oriented marketing</p>	3 marks	
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