

**B. Com**  
**SIXTH SEMESTER**  
**MARKETING OF SERVICES**  
**BCM – 27**

(Use separate answer scripts for Objective & Descriptive)

**Duration: 3 hrs.**

**Full Marks: 70**

**(PART A : Objective)**

**Time: 20 min.**

**Marks: 20**

**Choose the correct answer from the following:**

**1×20=20**

1. Which of the following is not a characteristic of services?
  - a. Perishability
  - b. Intangibility
  - c. Separability
  - d. None of the above
2. Which of the following is not an extended element of service marketing mix?
  - a. People
  - b. Process
  - c. Planning
  - d. Physical evidence
3. Which of the following is not an element of GAP model?
  - a. Not knowing what customer expect.
  - b. Not selecting the right service design and standards.
  - c. Not matching performance to promises.
  - d. None of the above.
4. \_\_\_\_\_ are the reference point against which service delivery is compared.
  - a. Customer expectations
  - b. Desired expectations
  - c. Zone of tolerance
  - d. None of the above
5. Service development and testing comes under which category?
  - a. Front end planning
  - b. Implementation
  - c. All of the above
  - d. None of the above
6. SERVQUAL is related to:
  - a. Service quality
  - b. Service expectations
  - c. Service recovery
  - d. None of the above
7. Service blueprints is required for:
  - a. Effective designing of service.
  - b. Effective delivery of services.
  - c. Effective control of services .
  - d. All of the above.
8. Service triangle composed of:
  - a. Internal marketing
  - b. External marketing
  - c. Interactive marketing
  - d. All of the above

9. Which of the following is an example of high contact services?  
a. Railways      b. Banks      c. Repairs      d. All of the above
10. Which of the following is an example of capital intensive services?  
a. Hospital      b. Banks  
c. Automated vending machine      d. All of the above
11. \_\_\_\_\_ pricing charge a high price for the product.  
a. Skimming      b. Premium  
c. Economy      d. None of the above
12. \_\_\_\_\_ communicates features of goods and services.  
a. Promotion      b. Product      c. Process      d. None of the above
13. \_\_\_\_\_ are the elements used for promotion of services.  
a. Word of mouth      b. Advertising  
c. E-marketing      d. All of the above
14. \_\_\_\_\_ involves non-personal mostly paid promotions to deliver marketer's message to the customers.  
a. Advertising      b. Personal selling  
c. Direct mail      d. None of the above
15. \_\_\_\_\_ training involves training while the job is being performed.  
a. On – the – job      b. Off – the – job  
c. Both a & b      d. None of the above
16. \_\_\_\_\_ refers to the systems used to assist the organization in delivering the service.  
a. Process      b. Promotion  
c. Products      d. None of the above
17. \_\_\_\_\_ is the element of the service mixes that allows the consumer to make judgements on the organization.  
a. Physical evidence      b. Process  
c. Promotion      d. None of the above
18. \_\_\_\_\_ convey an external image of the product to the consumers.  
a. Servicescape      b. Product  
c. Physical evidence      d. None of the above
19. \_\_\_\_\_ pricing charges less price for the product.  
a. Skimming      b. Penetration  
c. Both a & b      d. None of the above
20. \_\_\_\_\_ is an act of designing & producing attractive package for the product.  
a. Branding      b. Packaging  
c. Both a & b      d. None of the above

**(PART B : Descriptive)**

**Time: 2 hrs. 40 min.**

**Marks: 50**

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

1. What do you mean by services? Explain the characteristics of services. (5+5=10)
2. Explain the various pricing objectives. What are the various pricing strategies? (5+5=10)
3. What do you mean by physical evidence? Mention the importance of physical evidence in services. (5+5=10)
4. What do you mean by zone of tolerance? Mention the importance of service industry in the society. (2+8=10)
5. Explain in brief about service marketing mix. (10)
6. a) What is customer expectation of service? Explain the sources of both desired and predicted service expectations. (5)  
b) What are the various options of distributions available to service marketers? Explain. (5)
7. Explain the various factors of distribution decisions. What are the various channels of distribution available for delivering the services? (5+5=10)
8. What is a Servicescape? Explain the various functions of servicescape. (2+8=10)

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