**FYUGP B.COM COMMERCE & TOURISM AND TRAVEL STUDIES**

**Semester II**

**UK2MDCMGT102 SERVICE MARKETING**

**Part A. Objective Type Questions (1 Mark)**

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| **#** | **Question** | **Module** | **Cognitive Level** | **CO** |
| 1 | Services marketing focuses on the marketing of------ \_\_\_\_\_. | 1 | Remember | 1 |
| 2 | Which of the following is NOT a characteristic of services?  (A) Intangibility  (B) Inseparability  (C) Perishability  (D) Storability | 1 | Remember | 1 |
| 3 | The expanded marketing mix for services includes \_\_\_\_\_\_, \_\_\_\_\_\_, and \_\_\_\_\_\_. | 2 | Understand | 2 |
| 4 | The SERVQUAL model is used to measure \_\_\_\_\_\_. | 3 | Remember | 3 |
| 5 | The concept of customer satisfaction gap is analyzed using --------------\_\_\_\_\_\_. | 3 | Understand | 3 |
| 6 | Which of the following is an example of a service? (A) Car  (B) Mobile phone  (C) Airline travel  (D) Laptop | 1 | Remember | 1 |
| 7 | Services are characterized by which of the following?  (A) Intangibility  (B) Inseparability  (C) Variability  (D) All of the above | 1 | Remember | 1 |
| 8 | What is the significance of customer relationship management (CRM) in services marketing?  (A) It helps in managing customer complaints only. (B) It focuses only on attracting new customers. (C) It enhances customer retention and loyalty. (D) It reduces the need for customer feedback. | 2 | Understand | 2 |
| 9 | The process of ensuring service quality is known as \_\_\_\_\_\_. | 3 | Remember | 3 |
| 10 | Which of the following best describes perishability in services?  (A) Cannot be stored  (B) Can be resold  (C) Always tangible (D) All of the above | 1 | Remember | 1 |
| 11 | What is the role of physical evidence in services marketing?  (A) It helps in storing services for future use. (B) It provides tangible cues to assure service quality. (C) It eliminates the need for customer interaction. (D) It replaces the importance of customer experience. | 2 | Understand | 2 |
| 12 | **Which element of the 7Ps in services marketing refers to 'the people delivering the service'?** (A) Product (B) Price (C) People (D) Process | 2 | Remember | 2 |
| 13 | **A key challenge in services marketing is \_\_\_\_\_\_, due to the simultaneous production and consumption of services.** (A) Standardization (B) Tangibility (C) Storability (D) Homogeneity | 1 | Understand | 1 |
| 14 | **What strategy can help reduce the effect of perishability in services?** (A) Increasing physical inventory (B) Offering discounts during off-peak hours (C) Reducing service quality (D) Avoiding customer feedback | 1 | Apply | 1 |
| 15 | **The Gaps Model of Service Quality identifies how many types of gaps?** (A) Two (B) Four (C) Five (D) Seven | 3 | Remember | 3 |
| 16 | In which type of service marketing do customers participate directly in service production? | 2 | Understand | 2 |
| 17 | Customer perception of service quality is influenced by \_\_\_\_\_\_.  (A) Price of the service (B) Customer expectations and actual service experience (C) Availability of substitutes (D) Government regulations | 3 | Understand | 3 |
| 18 | Name one tool used to measure service quality in marketing.  (A) SWOT Analysis (B) SERVQUAL Model (C) 4Ps of Marketing (D) BCG Matrix | 3 | Remember | 3 |
| 19 | **What is the role of branding in services marketing?** (A) It helps differentiate services and build customer trust. (B) It eliminates the need for customer relationships. (C) It reduces the importance of service quality. (D) It only applies to physical products. | 2 | Understand | 2 |
| 20 | **Which pricing strategy is most commonly used for services with high demand fluctuations?** (A) Fixed pricing (B) Cost-plus pricing (C) Dynamic pricing (D) Loss leader pricing | 2 | Apply | 2 |
| 21 | **Services cannot be stored for later sale or use. This characteristic is called \_\_\_\_\_\_.** (A) Intangibility (B) Variability (C) Inseparability (D) Perishability | 1 | Remember | 1 |
| 22 | What are the three additional Ps in the extended marketing mix for services? | 2 | Understand | 2 |
| 23 | Which of the following is a people-based service?  (A) Banking  (B) Hotel  (C) Teaching  (D) All of the above | 2 | Remember | 2 |
| 24 | How does word-of-mouth influence service marketing? | 3 | Understand | 3 |
| 25 | What is the difference between service encounter and service experience?  (A) A service encounter refers to a single interaction, while a service experience is the overall perception of multiple interactions. (B) A service encounter includes all customer interactions, whereas a service experience is just one interaction. (C) Service encounters only occur online, while service experiences happen in physical locations. (D) Service experience is about employee training, while service encounters focus on customer satisfaction. | 3 | Understand | 3 |
| 26 | Why is employee training important in service delivery?  (A) It helps employees understand and meet customer expectations. (B) It reduces the need for customer interaction. (C) It eliminates service variability completely. (D) It focuses only on technical skills, not customer service. | 2 | Understand | 2 |
| 27 | **How does relationship marketing benefit service firms?** (A) Increases customer retention and loyalty (B) Focuses only on acquiring new customers (C) Reduces the need for personalized services (D) Eliminates the need for marketing efforts | 1 | Understand | 1 |
| 28 | **The tangible aspects of a service that customers use to evaluate quality are known as \_\_\_\_\_\_.** (A) Core product (B) Service blueprint (C) Physical evidence (D) Word-of-mouth marketing | 3 | Understand | 3 |
| 29 | **Name a factor that influences customer expectations in services.** (A) Past experiences (B) Government policies (C) Random selection (D) Employee salaries | 3 | Remember | 3 |
| 30 | **Which industry is an example of a pure service provider?** (A) Automobile manufacturing (B) Healthcare (C) Mobile phone production (D) Fast food chains | 1 | Remember | 1 |
| 31 | The tangible aspects of a service that customers use to evaluate quality are known as \_\_\_\_\_\_.  (A) Service blueprint (B) Physical evidence (C) Core service (D) Customer feedback | 2 | Remember | 2 |
| 32 | Why is physical evidence important in service marketing?  (A) It helps customers evaluate service quality. (B) It replaces the need for customer service. (C) It ensures all services are standardized. (D) It eliminates customer complaints. | 2 | Understand | 2 |
| 33 | What is the difference between internal and external service marketing? | 3 | Understand | 3 |
| 34 | Which of the following is an example of a high-contact service?  (A) Online banking  (B) Legal consulting  (C) Self-checkout store  (D) All of the above | 1 | Remember | 1 |
| 35 | What is the significance of customer retention in services marketing?  (A) It helps reduce marketing costs  (B) It decreases brand loyalty  (C) It eliminates the need for quality services  (D) It focuses only on acquiring new customers | 2 | Understand | 2 |
| 36 | **The intangible nature of services makes \_\_\_\_\_\_ marketing a crucial strategy.** (A) Word-of-mouth (B) Relationship (C) Digital (D) Transactional | 3 | Understand | 3 |
| 37 | **How does technology improve service delivery?** (A) By increasing wait times (B) By reducing automation (C) By enhancing efficiency and convenience (D) By eliminating customer interactions | 2 | Apply | 2 |
| 38 | **Name one way to manage service demand during peak hours.** (A) Ignoring customer complaints (B) Offering dynamic pricing or discounts (C) Reducing service quality (D) Eliminating customer support | 3 | Understand | 3 |
| 39 | **What is the role of feedback in service improvement?** (A) It helps identify areas for enhancement (B) It decreases customer engagement (C) It eliminates the need for customer service (D) It increases operational costs | 3 | Understand | 3 |
| 40 | Which of the following is NOT a service sector?  (A) Healthcare  (B) Retail  (C) Manufacturing  (D) Hospitality | 1 | Remember | 1 |
| 41 | What is a moment of truth in services marketing?  (A) The point at which a customer forms an impression of a service. (B) The time when a service provider decides pricing. (C) A situation where the service provider ignores customer feedback. (D) The final step in a marketing campaign. | 3 | Understand | 3 |
| 42 | What is an example of service customization? | 2 | Apply | 2 |
| 43 | What factors affect pricing strategies in services marketing?  (A) Customer demand, competition, and service quality.  (B) Employee salaries and company size.  (C) The number of service locations.  (D) The availability of physical products. | 3 | Understand | 3 |
| 44 | **Why is trust an important factor in service marketing?** (A) It reduces the need for customer service. (B) It helps build long-term customer relationships. (C) It eliminates competition. (D) It increases service costs. | 2 | Understand | 2 |
| 45 | **What is the role of advertising in services marketing?** (A) To provide tangible proof of service quality. (B) To inform, persuade, and build brand awareness. (C) To replace the need for customer interaction. (D) To increase the price of services. | 2 | Understand | 2 |
| 46 | The process of creating a positive customer experience is called -----------\_\_\_\_\_\_. | 3 | Understand | 3 |
| 47 | **Name one reason why service marketing differs from product marketing.** (A) Services are intangible and cannot be stored. (B) Services can be mass-produced. (C) Services have fixed pricing structures. (D) Services do not require customer interaction. | 3 | Understand | 3 |
| 48 | **Why is customer involvement critical in service delivery?** (A) It helps improve service customization and satisfaction. (B) It increases operational costs. (C) It reduces the need for service quality. (D) It eliminates competition. | 2 | Understand | 2 |
| 49 | **What is the main goal of service positioning?** (A) To create a unique identity in the customer's mind. (B) To increase service production costs. (C) To reduce the need for marketing strategies. (D) To standardize all services globally. | 1 | Remember | 1 |
| 50 | The assurance dimension in SERVQUAL refers to \_\_\_\_\_\_. | 3 | Understand | 3 |

**Part B. Two – three Sentences Questions (2 Marks)**

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| **#** | **Question** | **Module** | **Cognitive Level** | **CO** |
| 51 | Define services marketing and explain its importance. | 1 | Understand | 1 |
| 52 | Differentiate between goods and services. | 1 | Understand | 1 |
| 53 | What are the key characteristics of services? | 1 | Apply | 1 |
| 54 | Explain the role of people in services marketing. | 2 | Understand | 2 |
| 55 | Describe the concept of physical evidence in services. | 2 | Apply | 2 |
| 56 | How does service quality impact customer satisfaction? | 3 | Understand | 3 |
| 57 | What is the significance of relationship marketing in services? | 3 | Apply | 3 |
| 58 | Explain the importance of customer feedback in service firms. | 3 | Understand | 3 |
| 59 | How does pricing affect service demand? | 2 | Apply | 2 |
| 60 | What role does technology play in service marketing? | 3 | Understand | 3 |
| 61 | What are the challenges in marketing services compared to goods? | 1 | Apply | 1 |
| 62 | Explain how customer expectations influence service delivery. | 2 | Understand | 2 |
| 63 | How does word-of-mouth impact service marketing? | 3 | Understand | 3 |
| 64 | Define service differentiation and give an example. | 2 | Apply | 2 |
| 65 | What are the key elements of service positioning? | 2 | Understand | 2 |
| 66 | Explain the concept of service perishability with an example. | 1 | Apply | 1 |
| 67 | What are the major strategies for managing service variability? | 2 | Apply | 2 |
| 68 | How does customer relationship management benefit service firms? | 3 | Understand | 3 |
| 69 | Discuss the role of branding in service marketing. | 2 | Understand | 2 |
| 70 | How does the physical environment impact customer perception in service marketing? | 2 | Understand | 2 |
| 71 | Explain the concept of service encounters. | 3 | Apply | 3 |
| 72 | What is the significance of internal marketing in services? | 3 | Understand | 3 |
| 73 | How can firms handle service failures effectively? | 3 | Apply | 3 |
| 74 | Define and explain service recovery strategies. | 3 | Understand | 3 |
| 75 | What are the major service quality dimensions in SERVQUAL? | 3 | Apply | 3 |
| 76 | Discuss how service guarantees impact customer satisfaction. | 3 | Understand | 3 |
| 77 | Explain the concept of customer co-production in services. | 2 | Apply | 2 |
| 78 | What role do frontline employees play in service marketing? | 2 | Understand | 2 |
| 79 | How do digital platforms enhance service marketing strategies? | 3 | Apply | 3 |
| 80 | What is the impact of service customization on customer experience? | 3 | Understand | 3 |
| 81 | Explain the role of customer feedback in continuous service improvement. | 3 | Apply | 3 |
| 82 | What are the challenges in pricing services? | 2 | Understand | 2 |
| 83 | Discuss the impact of customer loyalty programs on service businesses. | 3 | Apply | 3 |
| 84 | How can service firms manage demand fluctuations effectively? | 2 | Understand | 2 |
| 85 | What are the different types of service promotion strategies? | 2 | Apply | 2 |
| 86 | How does emotional labor affect service employees? | 3 | Understand | 3 |
| 87 | What is the role of automation in service delivery? | 3 | Apply | 3 |
| 88 | Explain the impact of social media on service branding. | 3 | Understand | 3 |
| 89 | How does service failure affect customer perception? | 3 | Apply | 3 |
| 90 | What are the ethical considerations in service marketing? | 2 | Understand | 2 |
| 91 | Discuss the impact of service outsourcing on customer experience. | 3 | Apply | 3 |
| 92 | How can firms measure customer satisfaction in service marketing? | 3 | Understand | 3 |
| 93 | Explain the role of technology in self-service technologies. | 3 | Apply | 3 |
| 94 | What is the impact of culture on international service marketing? | 3 | Understand | 3 |
| 95 | How does personalization affect customer experience in services? | 2 | Apply | 2 |
| 96 | What are the differences between B2B and B2C services marketing? | 3 | Understand | 3 |
| 97 | Discuss the importance of ethical service delivery. | 2 | Apply | 2 |
| 98 | Explain the significance of non-monetary costs in service consumption. | 3 | Understand | 3 |
| 99 | What is service blueprinting, and why is it important? | 3 | Apply | 3 |
| 100 | How does competitive differentiation help service firms? | 2 | Understand | 2 |

**Part C. Long Answer Questions (7 Marks)**

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| **#** | **Question** | **Module** | **Cognitive Level** | **CO** |
| 101.A | Discuss the importance of the services sector in modern economies. | 1 | Apply | 1 |
| 101.B | Explain the impact of technology on services marketing. | 1 | Analyse | 1 |
| 102.A | Evaluate the role of the 7Ps in services marketing. | 2 | Apply | 2 |
| 102.B | Analyze how the process element influences service quality. | 2 | Analyse | 2 |
| 103.A | Describe the SERVQUAL model and its application in service quality improvement. | 3 | Evaluate | 3 |
| 103.B | Discuss the significance of customer satisfaction surveys in service marketing. | 3 | Apply | 3 |
| 104.A | Explain the role of service encounters in shaping customer perceptions. | 2 | Apply | 2 |
| 104.B | How does service differentiation contribute to competitive advantage? | 2 | Analyse | 2 |
| 105.A | Examine the impact of customer expectations on service quality. | 3 | Evaluate | 3 |
| 105.B | Discuss the ethical challenges faced in service marketing. | 3 | Analyse | 3 |
| 106.A | Discuss how service quality influences customer loyalty. | 3 | Apply | 3 |
| 106.B | Explain how companies can improve customer experiences in service delivery. | 3 | Analyse | 3 |
| 107.A | Compare and contrast service marketing and product marketing. | 1 | Evaluate | 1 |
| 107.B | Explain the significance of service branding in a competitive market. | 2 | Analyse | 2 |
| 108.A | Discuss the role of customer expectations in service quality assessment. | 3 | Apply | 3 |
| 108.B | How can service firms effectively handle customer complaints? | 3 | Evaluate | 3 |
| 109.A | Explain the importance of employee training in service firms. | 2 | Apply | 2 |
| 109.B | How does the physical environment impact customer perceptions in service marketing? | 2 | Analyse | 2 |
| 110.A | Describe how technology has transformed service marketing. | 3 | Apply | 3 |
| 110.B | Discuss the challenges of managing service operations efficiently. | 3 | Evaluate | 3 |
| 111.A | What are the key differences between tangible and intangible services? | 1 | Apply | 1 |
| 111.B | Explain the concept of service positioning with relevant examples. | 2 | Analyse | 2 |
| 112.A | Evaluate the role of customer engagement in service marketing success. | 3 | Apply | 3 |
| 112.B | Discuss the benefits of using artificial intelligence in service marketing. | 3 | Evaluate | 3 |
| 113.A | How does customer relationship management enhance service business growth? | 2 | Apply | 2 |
| 113.B | Explain the role of word-of-mouth in service marketing. | 3 | Analyse | 3 |
| 114.A | Discuss the impact of globalization on service marketing strategies. | 3 | Evaluate | 3 |
| 114.B | How can firms differentiate themselves in a competitive service market? | 2 | Analyse | 2 |
| 115.A | Describe the role of personal selling in service marketing. | 3 | Apply | 3 |
| 115.B | How does emotional intelligence impact service employees’ performance? | 3 | Evaluate | 3 |
| 116.A | Discuss the importance of service guarantees in customer retention. | 3 | Apply | 3 |
| 116.B | Explain the concept of relationship marketing in services. | 2 | Analyse | 2 |
| 117.A | How does pricing strategy influence customer perception in services? | 3 | Apply | 3 |
| 117.B | What are the key elements of successful service recovery strategies? | 3 | Analyse | 3 |
| 118.A | Explain the significance of ethics in service marketing. | 2 | Apply | 2 |
| 118.B | How do cultural differences impact international service marketing? | 3 | Analyse | 3 |
| 119.A | Describe the role of loyalty programs in service businesses. | 3 | Apply | 3 |
| 119.B | How can firms ensure consistent service quality? | 3 | Evaluate | 3 |
| 120.A | Discuss the impact of customer empowerment on service delivery. | 3 | Apply | 3 |
| 120.B | How does service blueprinting help in service process improvement? | 3 | Evaluate | 3 |
| 121.A | What is the role of digital marketing in service promotion? | 2 | Apply | 2 |
| 121.B | Discuss the challenges of service marketing in developing economies. | 3 | Analyse | 3 |
| 122.A | Explain how service firms can use social media for customer engagement. | 3 | Apply | 3 |
| 122.B | What is the impact of service customization on brand loyalty? | 3 | Evaluate | 3 |
| 123.A | Discuss how customer experience management enhances service success. | 3 | Apply | 3 |
| 123.B | How do firms balance standardization and personalization in services? | 3 | Analyse | 3 |
| 124.A | Explain how firms can measure service performance effectively. | 3 | Apply | 3 |
| 124.B | What are the key factors influencing service demand forecasting? | 3 | Evaluate | 3 |
| 125.A | Discuss the role of strategic alliances in service industry growth. | 3 | Apply | 3 |
| 125.B | How does service innovation contribute to long-term business success? | 3 | Analyse | 3 |