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BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – MBA-2022/MBA-2023
Course Name – Services Marketing
Course Code - MM403
(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Examine the following:- Services are typically produced and consumed simultaneously. This is an example of the _____ characteristic of services.
- | | |
|-------------------|-------------------|
| a) Intangibility | b) Variability |
| c) Inseparability | d) Simultaneously |
- (ii) Identify which of the following is not included in seven Ps of the marketing mix given by Booms and Bitner
- | | |
|-------------|----------------------|
| a) Process | b) People |
| c) Politics | d) Physical evidence |
- (iii) Identify the type of service that involves the consumer's active participation in the production process.
- | | |
|-----------------------------|-------------------------|
| a) Self-service | b) Professional service |
| c) Customer contact service | d) Personal service |
- (iv) Describe the concept of service recovery.
- | | |
|---|--|
| a) The process of restoring customer satisfaction after a service failure | b) The process of designing new services to meet customer needs |
| c) The process of training employees to provide better customer service | d) The process of measuring customer satisfaction with a service |
- (v) Infer the following:- If the time taken to respond to customer complaints is less, which dimension of 'service quality' is strongly promoted.
- | | |
|-------------------|---------------|
| a) Responsiveness | b) Aesthetics |
| c) Empathy | d) Durability |
- (vi) Interpret the following:- Services are characterized by all of the following characteristics except for
- | | |
|-------------------|-------------------|
| a) Intangibility. | b) Tangibility. |
| c) Perishability. | d) Inseparability |
- (vii) Identify the following:- The 4 Ps of marketing mix doesn't include _____

- a) People, product, place
b) Price, physical evidence, promotion
c) Physical evidence, process, People
d) Product, process, physical environment
- (viii) A popular restaurant in the city receives complaints from customers about long wait times during peak hours, leading to dissatisfaction among patrons. Determine how can the restaurant improve its responsiveness to diners' needs.
- a) Hire additional staff and increase menu prices.
b) Implement a digital ordering system to streamline operations.
c) Reduce the variety of dishes offered to speed up preparation.
d) Extend opening hours to accommodate more customers.
- (ix) Choose the dimension of service quality that relates to the caring, individualized attention the firm provides its customers.
- a) Responsiveness
b) Empathy
c) Assurance
d) Reliability
- (x) Interpret the dimension of service quality that relates to the extent to which the service is provided accurately and without errors.
- a) Reliability
b) Empathy
c) Assurance
d) Responsiveness
- (xi) Evaluate the marketing mix element that is evident in this case:- McDonalds conducts extensive research to determine the most cost effective way to transport their products.
- a) product
b) place
c) price
d) promotion
- (xii) Evaluate the dimension of service quality that has been compromised in this case:- A customer receives a product from an online retailer that is damaged during shipping. The customer contacts customer service and is offered a full refund, but the process takes several weeks and the representative is unhelpful and dismissive.
- a) Empathy
b) Assurance
c) Responsiveness
d) Tangibles
- (xiii) Select the correct one from the following:- In addition to the traditional four Ps, the services marketing mix includes people, physical evidence, and _____:
- a) Inseparability.
b) Planning
c) Production
d) Process
- (xiv) Evaluate the dimension of 'service quality' that is strongly promoted by the staff at the airport:- At Bengaluru Airport, Karan was surprised by the help he received from the staff at the airport. He was worried about the standard procedures like collecting boarding pass and security check-in. But the staff overwhelmingly helped him overcome all the difficulties.
- a) Aesthetics
b) Features
c) Empathy
d) Reputation
- (xv) Conclude the following:- _____ is an attitude formed by a long-term, overall evaluation of a firm's performance.
- a) Customer satisfaction
b) Negative disconfirmation
c) Positive disconfirmation
d) Service quality

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Differentiate with example between goods & services on the basis of homogeneity. (3)
3. Explain the concept of service marketing triangle? (3)
4. Summarize your learnings on "Service Recovery." (3)
5. Describe the concept of zone of tolerance in detail. (3)
6. Evaluate the causes for the occurrence of Gap 2. (3)

OR

Evaluate the causes for the occurrence of Gap 4.

(3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Examine the importance of "People" in service. (5)
8. Examine the importance of "Physical evidence" in service. (5)
9. Explain the concept of Bundle pricing with examples. (5)
10. Explain in detail the impact of enduring service intensifiers on customer expectations. (5)
11. Recommend three strategies for minimizing Gap 3 in an airline company. (5)
12. Recommend three strategies for minimizing Gap 5 in an airline company. (5)

OR

Summarize your learning on the five gaps of service quality.

(5)

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