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## BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – MBA-2018/MBA-2019/MBA-2020/MBA-2021

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:- The \_\_\_\_\_ dimension is an assessment of the firm's consistency and dependability in service performance
- |              |                    |
|--------------|--------------------|
| a) Empathy.  | b) Responsiveness. |
| c) Assurance | d) Reliability     |
- (ii) Examine the following:- Which of the following would not be considered a tangible clue?
- |                                    |                                                          |
|------------------------------------|----------------------------------------------------------|
| a) The appearance of employees     | b) The appearance of the firm's physical facilities      |
| c) The smile on an employee's face | d) The quality of instruction in an educational setting. |
- (iii) Examine the following:- Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as \_\_\_\_\_.
- |                   |                       |
|-------------------|-----------------------|
| a) Knowledge gap. | b) Standards gap      |
| c) Delivery gap.  | d) Communications gap |
- (iv) Evaluate the following:- Research has shown that customers are more likely to choose a self-service channel if they have \_\_\_\_\_
- |                                    |                                         |
|------------------------------------|-----------------------------------------|
| a) Lower knowledge about a service | b) a preference for convenience         |
| c) purchased the product before    | d) a high need for personal interaction |
- (v) Analyze the following:- Paul found a defect in his newly purchased television set. He called the customer care to tell about the problem. The customer care told him to write an offline application and send it to the retailer. The retailer will then take it forward to the service center. After this, it will take 2 months to repair the television set. Which dimension of 'product quality' is poorly reflected here
- |                   |               |
|-------------------|---------------|
| a) Serviceability | b) Features   |
| c) Aesthetics     | d) Reputation |

- (vi) Analyze the following:- McDonalds conducts extensive research to determine the most cost effective way to transport their products. This is which component of the marketing mix?
- a) product  
b) place  
c) price  
d) promotion
- (vii) Conclude the following:- Setting a low initial price to attract a large number of buyers quickly and cover the large market share is known as \_\_\_\_\_
- a) Skimming pricing  
b) Value based pricing  
c) Penetration pricing  
d) All of these
- (viii) Identify the following:- Examples of pure tangible goods include all of the following EXCEPT:
- a) Soap.  
b) Tax preparation.  
c) Toothpaste.  
d) Salt
- (ix) Identify the following:- Service industry has grown many folds due to \_\_\_\_\_
- a) less growth in other sectors.  
b) more growth in all sectors  
c) more affluence of customers  
d) effective marketing strategies of service marketers
- (x) Infer the following:- Primary reference groups include \_\_\_\_\_.
- a) College students  
b) Office colleagues  
c) Family and close friends  
d) Sports groups
- (xi) Interpret the following:- Services are characterized by all of the following characteristics except for
- a) Intangibility.  
b) Tangibility.  
c) Perishability.  
d) Inseparability
- (xii) Conclude the following statement. The unique service characteristic that reflects the interconnection between the service firm and its customer is called \_\_\_\_\_
- a) Intangibility  
b) Inseparability  
c) Homogeneity  
d) Perishability.
- (xiii) Identify the following:- A \_\_\_\_\_ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
- a) Service  
b) Demand  
c) Need  
d) Physical object
- (xiv) Identify the following:- Distinct characteristic of services is \_\_\_\_\_
- a) Intangibility  
b) Inseparability  
c) Variability  
d) Perishability
- (xv) 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

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Evaluate the causes for the occurrence of Gap 1. (3)
3. Explain price-skimming strategy in detail with relevant example. (3)
4. Describe the concept of customer expectation in detail. (3)
5. Describe the concept of customer perception in detail. (3)
6. Summarize your learning on "Service Recovery." (3)

OR

- Recommend three strategies for minimising the Knowledge Gap. (3)

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**Group-C**  
(Long Answer Type Questions)

5 x 6=30

- |                                                                                         |     |
|-----------------------------------------------------------------------------------------|-----|
| 7. Explain the stages involved in the new service development.                          | (5) |
| 8. Recommend three strategies for minimizing Gap 3 in an airline company.               | (5) |
| 9. Examine the importance of "Process" in service.                                      | (5) |
| 10. Analyze critically the impact of internet on distribution channel management.       | (5) |
| 11. Explain in detail the various factors that can influence the customer expectations. | (5) |
| 12. Recommend three strategies for minimizing Gap 5 in an airline company.              | (5) |

**OR**

Recommend three strategies for minimizing Gap 1 in a multi cuisine restaurant. (5)

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