



# BRAINWARE UNIVERSITY

Term End Examination 2023-2024  
Programme – MBA-2022  
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) 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
- (ii) 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
- (iii) 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
- (iv) Identify the following:- Example of pure tangible goods include all of the following EXCEPT:
- a) Soap  
b) Banking services  
c) Toothpaste  
d) Salt
- (v) 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
- (vi) 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

- (vii) Identify from the following list the five principal dimensions used to judge service quality.
- |   |  |
|---|--|
| a) Reliability, responsiveness, assurance, empathy, tangibles | b) Reliability, response, assurance, empathy, tangibles    |
| c) Reliability, responsiveness, assurance, empathy, targets   | d) Reliability, responsiveness aspects, empathy, tangibles |
- (viii) Identify which of the following is the basic property of a service which makes it different from a product.
- |                   |                  |
|-------------------|------------------|
| a) Shape          | b) Size          |
| c) Very expensive | d) Intangibility |
- (ix) Examine the following:- Customer satisfaction can be defined by comparing\_\_\_\_\_
- |  |   |
|--|---|
| a) Predicted service and perceived service | b) Predicted service and desired service  |
| c) Expected service and perceived service  | d) Adequate service and perceived service |
- (x) 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     |
- (xi) Evaluate the marketing mix element that is evident in this case:- A local florist chooses to locate her new store in a mall instead of a small building across the street from the mall.
- |            |             |
|------------|-------------|
| a) product | b) planning |
| c) price   | d) place    |
- (xii) 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        |
- (xiii) Conclude the following:- The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as\_\_\_\_\_
- |                        |                               |
|------------------------|-------------------------------|
| a) Going-rate pricing  | b) Market penetration pricing |
| c) Value based pricing | d) Skimming pricing           |
- (xiv) Choose the correct one from the following:- A tool for assessing the level of service quality based on the difference between users expectations and the service experience delivered is
- |                           |                                  |
|---------------------------|----------------------------------|
| a) The service dashboard  | b) The service quality gap model |
| c) The balanced scorecard | d) The information value mode    |
- (xv) 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. |

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Differentiate with example between goods & services on the basis of ownership. (3)
3. Examine the key disparities between goods & service. (3)
4. Recommend three strategies for minimising Gap 5. (3)
5. Define the concept of customer service in detail. (3)
6. Summarize your learnings on "SERVQUAL." (3)

OR

- Summarize your learnings on "Dimensions of Service Quality." (3)

### Group-C

7. Examine the importance of "Process" in service. (5)
8. Explain with examples the five dimensions of service quality. (5)
9. Evaluate the possible causes for the occurrence of Gap 1 in a multicuisine restaurant. (5)
10. Evaluate the possible causes for the occurrence of Gap 2 in a multicuisine restaurant. (5)
11. Evaluate the possible causes for the occurrence of Gap 4 in a five-star categorized hotel. (5)
12. Evaluate the possible causes for the occurrence of Gap 5 in a multicuisine restaurant. (5)

OR

Evaluate the possible causes for the occurrence of Gap 1 in an airline company. (5)

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