

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2020**

**Course: Services Marketing**  
**Programme: MBA(Core) Mktg**  
**Course Code Mktg 8005**

**SEM IV**  
**Time- 3hours**  
**Max marks 100**

**Instructions:**

**SECTION A (Marks)**  
**All Questions carry 5X marks.**

S. No.		Marks	CO
Q1	..... is the physical surroundings or physical facility where the service is produced ,delivered & consumed. a)servicespace b)servicescape c)serviceplace d)servicescope	5	CO1
Q2	.....is the difference between Customer expectations & customer perceptions a)Customer delight b) Customer Satisfaction c) Customer Gap d) The supplier Gap	5	CO2
Q3	The Intangibility of services has Implications for the choice of ..... a)Location b)Price c)Product Features d)Channels of distribution	5	CO1

Q4	Services a customer expects is called ..... Service Package a)Augmented b)Secondary c)Perceived d)Primary e) Expected	5	CO1
Q5	..... is the physical surroundings or physical facility where the service is produced ,delivered & consumed. a)servicespace b)servicescape c)serviceplace d)servicescope	5	CO2
Q 6	.....is an example of Physical Evidence a)Employee training b)Employee Dress c)Equipment d)Facility design	5	
		30	
<p><b>SECTION B (5x10=50 Marks )</b>  <b>All questions carry equal marks.</b></p>			
Q 1	Elaborate the Growth of service sector in India	5	CO2
Q2	Describe the character of services	5	CO2
Q3	Enumerate the methods for distribution of services	5	C03
Q4	List the causes of service quality Gaps	5	CO3
Q5	Why customer Expectations are not fulfilled in Services/Elaborate.	5	CO3
Q6	Explain Marketing Mix in Services with examples.	5	CO2
Q7	Discuss the classification of Services	5	CO3
Q8	What are the key types of Training service firms should conduct?	5	C03
Q 9	Why do think are the main reasons for including the element People in the Marketing mix of servicing.?	5	C02
Q10	What is the relevance of Lifecycle concept in Services Marketing ?	5	C03
		50	

**SECTION-C (Application Exercise)**  
**(2X10=20 Marks)**

**Answer All the Questions**

<b>Q1</b>	Identify the factors needed to make service teams successful in the following a)An Airline b)A Home Delivery Service Restaurant c)A Customer Contact Center	<b>10</b>	<b>CO4</b>
<b>Q2</b>	An Airline runs a recruiting advertisement for cabin crew that shows a young boy sitting with a Teddy bear .A headline reads ‘His Mom told him not to talk to strangers,So whats he having for Lunch’,Describe the type of Personalities you think would be a)attracted to apply for the Job by that ad & b)discouraged from applying	<b>10</b>	<b>CO5</b>
		<b>20</b>	