

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, August 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 (5 X 6 =30 marks.)

S. No.		Marks	CO
Q1	Which of the following is not an element of physical evidence? a)Employee Dress b)Employee Training c) Equipment d) Facility Design	5	CO1
Q2	Which of the following is not an element of people? a). Motivation b) Teamwork c) Flow of activities d) Customer training	5	CO2

Q3	<p>According to Parasuraman, Zeithaml & Berry , the most important determinant of service quality is :</p> <p>a) Responsiveness</p> <p>b) Reliability</p> <p>c) Assurance</p> <p>d) Empathy</p> <p>e) Tangibles</p>	5	CO1
Q4	<p>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.</p> <p>a)Service</p> <p>b)Demand</p> <p>c)Need</p> <p>d)Physical object</p>	5	CO1
Q5	<p>Distinct characteristic of services is _____</p> <p>a)Intangibility</p> <p>b)Inseparability</p> <p>c)Variability</p> <p>d) Perishability</p>	5	CO2
Q 6	<p>_____describes the employees skills in serving the client.</p> <p>a)Internal Marketing</p> <p>b)External Marketing</p> <p>c)Relationship marketing</p>	5	CO2

	d) Interactive marketing		
	e) Communication Marketing		
		30	

SECTION B (5x10=50 Marks)
All questions carry equal marks.

Q 1	Explain the different methods of classification of services	5	CO2
Q2	What are the different types of Pricing Strategies & Tactics ?	5	CO2
Q3	Explain in brief the services Marketing Mix.	5	C03
Q4	What are components of Internal Marketing?	5	CO3
Q5	Discuss the different types of constraints faced by service Organisation.	5	CO3
Q6	What are various techniques of improving Service Quality?	5	CO2
Q7	What is meant by Servqual?	5	CO3
Q8	Discuss the Growth of service sector	5	C03
Q 9	Internet as a Service Channel –Discuss.	5	C02
Q10	Explain the dimensions of Quality of Services.	5	C03
		50	

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

Answer All the Questions

Q1	What role does Customer play in managing the quality of services? Give examples?	10	CO4
Q2	Discuss the Components of a Hotel product ,pricing strategies,distribution and marketing communication strategies in detail.	10	CO5
		20	

