

VPM's
DR VN BRIMS, Thane
Programme: MMS (2015-17) (Marketing)
Third Semester Examination October 2016

Subject	Services Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	25.10.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

What are the basic differences in marketing goods versus services? Explain with suitable examples from Industry.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Answer in brief. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is the importance of “process” in the Services marketing mix?**
- b) What is the importance of “people” in the Services marketing mix?**
- c) What is the importance of “Physical Evidence” in the Services marketing mix?**

Q3) Answer in brief. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are the five stages in the customer buying process?**
- b) What do you understand by the “listening gap”?**
- c) What do you understand by the “ service design & standards gap” ?**

Q4) Answer briefly. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is “ Customer expectation of service”?**
- b) What do you understand by “ Service failure”?**
- c) What is “ Dual customer expectation levels”?**

Q5) Explain briefly. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is “Zone of Tolerance”?**
- b) Discuss factors that influence Desired Service.**
- c) Discuss factors that influence Adequate services.**

Q6) Answer briefly. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you understand by customer perceptions?**
- b) What are the 3 types of Service encounters?**
- c) What are switching barriers?**

Q7) Write short notes. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Reliability in Services.**
- b) Responsiveness of Services**
- c) Assurance of Services.**