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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: V - THEORY EXAMINATION (2024-2025)

Subject: Service Marketing

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION-A**

15

1. Attempt all parts:-

- 1-b. A major trend in the financial services industry is the increasing use of \_\_\_\_\_ . (CO1, K2) 1
- (a) Traditional banking methods
- (b) Digital and mobile banking solutions
- (c) Physical branches for customer service
- (d) Manual transactions
- 1-a. The service promise refers to: (CO5, K3) 1
- (a) The cost associated with delivering the service
- (b) The communication of what the service will deliver
- (c) The level of competition in the service market
- (d) The physical environment of service delivery
- 1-c. A service provider's operational efficiency is often affected by \_\_\_\_\_ . (CO2, K3) 1
- (a) The speed at which services are provided
- (b) The customer's understanding of the service
- (c) The quality of service delivery and internal processes
- (d) The location of the service provider
- 1-d. Service design focuses on \_\_\_\_\_. (CO3, K2) 1

- (a) Creating physical products to sell to consumers
  - (b) Designing and improving the service delivery process
  - (c) Lowering the prices of services to attract customers
  - (d) Marketing strategies for tangible goods
- 1-e. Definition of Services Marketing is \_\_\_\_\_. (CO4, K2) 1
- (a) Marketing of tangible products
  - (b) Marketing of intangible services
  - (c) Marketing of physical infrastructure
  - (d) Marketing of digital products
2. Attempt all parts:-
- 2.a. Discuss the role of customer expectations in designing a service marketing strategy. (CO1, K2) 2
  - 2.b. Describe the main differences between product marketing and service marketing. (CO2, K2) 2
  - 2.c. Discuss the role of customer feedback in evaluating the success of a service offering. (CO3, K2) 2
  - 2.d. Explain how pricing strategies can influence customer perceptions and loyalty in the service industry. (CO4, K2) 2
  - 2.e. Evaluate the challenges involved in managing customer expectations in service industries. (CO5, K3) 2

**SECTION-B** 15

3. Answer any three of the following:-

- 3-a. Discuss the challenges of marketing services compared to physical products and how service marketers can overcome these challenges. (CO1, K2) 5
- 3-b. Analyze the key paradigms in services marketing and explain how they shape the service delivery process in the current business environment. (CO2, K2) 5
- 3-c. Evaluate the growth of e-services and how they are transforming traditional service delivery models in various sectors. (CO3, K3) 5
- 3-d. Explain the significance of customer feedback in evaluating the success of service offerings and its role in service improvement. (CO4, K3) 5
- 3.e. Describe the process involved in the development of a new service and discuss the stages of service design and implementation. (CO5, K2) 5

**SECTION-C** 30

4. Answer any one of the following:-

- 4-a. Explain the role of service differentiation in marketing and discuss how service companies can use differentiation strategies to gain a competitive advantage. (CO1, K2) 6
- 4-b. Evaluate the impact of external factors such as social, economic, and technological changes on the services marketing environment. (CO1, K3) 6

5. Answer any one of the following:-

5-a. Compare the marketing strategies for products and services, focusing on key differences such as tangibility, perishability, and customer interaction. (CO2, K2) 6

5-b. Analyze the 7P's of the services marketing mix and explain how each component contributes to the overall service marketing strategy. (CO2, K3) 6

6. Answer any one of the following:-

6-a. Explain the significance of employee involvement in service design and how employees can contribute to enhancing the overall service experience. (CO3, K2) 6

6-b. Explain the concept of service guarantees and discuss how they can influence customer trust and satisfaction. (CO3, K2) 6

7. Answer any one of the following:-

7-a. Analyze the differences between services and goods, focusing on their unique characteristics and the implications for marketing strategies. (CO4, K2) 6

7-b. Discuss the significance of service standards and explain how businesses can ensure consistent service delivery through proper standards. (CO4, K3) 6

8. Answer any one of the following:-

8-a. Analyze the pricing strategies used in services marketing and explain how they align with the value proposition of a service. (CO5, K2) 6

8-b. Describe the relationship between employee satisfaction and service quality and explain how improving employee morale can enhance service delivery. (CO5, K2) 6

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