

Time: 2½ Hrs.

Marks :75

- N.B. 1. All questions are compulsory  
2. Figures to the right indicate marks.

Q.1. (A) Match the column (any Eight)

(08)

	Group A		Group B
1	Responsiveness	A	Parasuraman
2	Physical Evidence	B	Line of visibility
3	GAP model	C	People based services <del>6</del>
4	Service Encounter	D	Willingness to help
5	Blueprinting	E	Distribution of service
6	High contact	F	Moment of Truth
7	Agents and brokers	G	Accept Variance <del>10</del>
8	GAP I	H	Communication gap <del>2</del>
9	Zone of Tolerance	I	Tangibles <del>4</del>
10	GAP IV	J	Knowledge gap ✓

Q.1. (B) State where the following statements are true or false (any seven)

(07)

- 1 A service is performed but not manufactured.
- 2 Penetration pricing strategy begins with low price and tend to increase with growth stage.
- 3 Price-plays no role in the marketing mix of a service.
- 4 Services can be stored.
- 5 Intangibility means several marketing challenges.
- 6 No customers are looking for value when they are buying a good or services.
- 7 Services can be distributed to the final consumers through electronic channels only.
- 8 Human resource is important for providing quality services to the service customers.

(A) Discuss the role of services in modern economy.

(08)

(B) Explain the Service Marketing Triangle with the help of a diagram.

(07)

OR

(C) Explain the distinct characteristics of services with an example.

(08)

(D) Discuss customer involvement and state its types.

(07)

- Q.3 (A) Explain the importance of People Mix with reference to Banking sector. (08)
- (B) What is service blueprinting? state the advantage of service blueprinting. (07)

OR

- Q.3 (C) Explain the objectives and strategies of pricing with reference to service industry. (08)
- (D) Explain the problems and solution of branding of services. (07)

- Q.4 (A) Explain the Gap Model of service quality and state in brief the ways to overcome each gap. (08)
- (B) What is Service Productivity and evaluate the ways to improve the productivity (07)

OR

- Q.4 (C) Explain SERVQUAL Model with reference to Airline industry (08)
- (D) What is Transnational Strategy? What are the factors favouring Transnational Strategy? (07)

Q.5 (A) Read the case and answer the following questions

Mr. Shaw and Mr. Moti started an Indian cuisine vegetarian restaurant named Shudh restaurant at Kings Circle. Serving wide variety of regional and traditional cuisines. Many such kind of restaurant were already existing in this place. The Shudh restaurant became very popular soon and people started thronging to it. The restaurant started getting positive reviews on social media. The capacity of the restaurant is 75 people at times and it is observed that around 25 people are waiting outside at a time. During the weekend and peak hours, the number of people waiting outside are even more. The working hours of the restaurant are 12:30 pm to 3:00 pm and 7:00pm to 11:00pm. It is observed that some of the customers who were in waiting slipped to nearby restaurants.

The management took a serious note of this and decided to acquire adjacent premises for expansion, however this is not possible at this point of time. The management is now thinking of extending the working hours of the restaurant and also seek advice from services marketing scholars on these issues.

Questions:

- 1 As a service marketing scholar explain the strategies to match demand with supply. (08)
- 2 As a loyal customer give your suggestion to improve and enhance service quality. (07)

OR

Q.5 (B) Write a short note on/ any three (15)

- 1. Physical evidence as service mix
- 2. Benchmarking.
- 3. Zone of Tolerance.
- 4. Ethics in Service Marketing.
- 5. Recent trends in insurance industry

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