

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination– December-2021

Program: BBA (Core) Marketing

Semester: III

Subject/Course: Services Marketing

Max. Marks: 100

Course Code: MKTG 3005

Duration: 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.

Q.No	Section A (Write the suitable choice)	Marks 2x10	COs
1.	<p>..... is not an element of physical evidence.</p> <p>A. Employee Uniform</p> <p>B. Employee Motivation</p> <p>C. MRI Machine</p> <p>D. Lighted Display of Menu</p>		1
2.	<p>.....is the difference between customer expectations and perceptions.</p> <p>A. Customer Loyalty</p> <p>B. Customer Satisfaction</p> <p>C. Customer Gap</p> <p>D. The supplier Perception</p>		1

3.	<p>..... is defined as the caring, individualized attention that the firm provides to its customers.</p> <p>A. Empathy</p> <p>B. Flexibility</p> <p>C. Sympathy</p> <p>D. Assurance</p>		2
4.	<p>Which of the following is not a type of Service encounters?</p> <p>A. Teleconferencing</p> <p>B. Boundary spanners interaction</p> <p>C. Face to face encounters</p> <p>D. Check in Encounters</p>		2
5.	<p>.....is the main reason for difficulty in Services Marketing.</p> <p>A. Separability</p> <p>B. Intangibility</p> <p>C. Availability</p> <p>D. Demand-Supply Gap</p>		1
6.	<p>In Services Marketing, All of the following are examples of services except _____.</p> <p>A. Insurance and Banking</p> <p>B. Income Tax Filing</p>		1

	C. Beauty Salon D. Computer Software		
7.	Write true or false- “ Variability is a desired property of services as it improves performance”		2
8.	Write true or false- “Boundary-spanners are important group of customers who interact with service employees”		2
9. Is based on the idea that customer expectations of the service they will receive shape their perception of the actual service encounter.		1
10.	An approach that encompasses a wide range of relationships, not just with customers, but also those with that organizations develop with suppliers, regulators, government, competitors, employees, and others, is referred to as.....		1
Section B			
11.	What is Service Performance gap? How it can be minimized?	5	3
12.	Explain the concept of service classification based upon “Equipment”. Clarify with examples.	5	3
13.	“Relationship with customers is an important technique to improve firm-performance” Justify.	5	3
14.	What is the relevance of physical evidence in a service Context? Illustrate with One example.	5	3
Section C		3x10	
15.	Design a service Blueprint for any of the following service business (Any one of your choice) - Legal Consultancy Firm or Restaurant Business/Service.	10	3
16.	Explain the key role of “ Customers ” in a service production process. Support with an example.	10	3

17.	Why Service recovery is crucial? How it affects the service perception? Or Explain the implications of ‘Perishability’ of services.	10	3
	Section D	2x15	
18	Explain the Service Quality Gap Model. Illustrate with proper diagram and methods to minimize each gap in a service context. Or Services Marketing is different than marketing of Manufacturing-based products. Explain. Suggest the strategies to enhance customer participation in delivery of services.		3
19	Explain the role of Employees in service delivery. How the company policies can be aligned with employees for better performance?		