UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
School of Business

End Semester Examination, December 2021

Course:Services Marketing
Programme: BBLLB   Semester III
Course Code Mktg 2034   Marks Max 100
Instructions: Time 3 hours

SECTION A (2x5=10 Marks)
All Questions carry 2 Marks

S. No.		Marks	CO
Q 1	Which of the following is not a tangible dominant service? a)Detergents b)Automobiles c) Soft drinks d) Investment management	2	CO1
Q2	Select the name of the country having maximum percent attributed to services a)Germany b)India c)United States d) China	2	CO1
Q3	…………. is not an element of Physical evidence . a)Employee dress b)Equipment c)Facility design d) Employee training	2	CO1
Q4	……….is the difference between customer expectations &perceptions a)Customer delight b)Customer gap c) The supplier gap d) Customer satisfaction	2	CO2

Q 5	……..can be categorized as pure service a)Teaching b)Banking c)Saloon d) There is no such thing like pure service	2	CO2
		10	
SECTION B (5 x4=20 Marks))			
Write Short Notes on the following(Answer all the questions)			
Q 1	What is Service Marketing ?Explain its basic Characteristics with examples.	5	CO2
Q 2	What are the various ways service can be classified?Discuss	5	CO2
Q 3	Explain the term Market Segmentation .Discuss any two types of Segmentation.	5	CO3
Q 4	Discuss the reasons for Growth in services sector.	5	CO3
		20	
SECTION-C **Answer all the questions(2x10=20 Marks)**			
Q 1)	How Important is understanding Consumer behavior in the marketing of Services?	10	CO3
Q 2)	Why is it important to measure and monitor service quality & customer satisfaction	10	CO4
		20	
SECTION D – (2x25=50 MARKS) **(Application Exercise)**			
Q 1)	From the Customer point of view what serves to define value in the following Services ? 1)Hair Salon 2) A Restaurant 3) Legal firm specializing in Business & Taxation	25	CO4
Q 2)	What would be an Appropriate service recovery policy for a wrongly bounced cheque for a)your local savings bank b)a major nationalized bank & c)a private bank of high networth individuals ? Please justify your rationale &also compute the economic costs of an alternate service recovery policies.	25	CO4
		50	