

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

III Semester

BA5006 – Services Marketing

Regulation - 2017

Academic Year 2019 – 20

www.FirstRanker.com

Prepared by

Mr. K. Guru - Asst. Professor (OG)

DEPARTMENT OF MANAGEMENT STUDIES**QUESTION BANK****SUBJECT : BA5006 - SERVICES MARKETING****SEM /YEAR : III Semester / II Year****UNIT I INTRODUCTION**

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

Q.NO	UNIT - I - PART - A - QUESTION	LEVEL	COMPETENCE
1	How would you define Services?	BTL 1	Remembering
2	What is meant by Services Marketing?	BTL 2	Understanding
3	State the unique characteristics of Services.	BTL 3	Applying
4	Can you make a distinction between Services and Goods?	BTL 4	Analysing
5	Identify the various issues in Services Marketing.	BTL 5	Evaluating
6	How would you evaluate goods – services continuum?	BTL 6	Creating
7	What is service economy?	BTL 1	Remembering
8	Can you state the factors influencing Services Marketing?	BTL 2	Understanding
9	Give a short note on Variability feature of Services.	BTL 3	Applying
10	How would you classify Services?	BTL 4	Analysing
11	What could be done to Maximize the degree of Customer contact?	BTL 5	Evaluating
12	Write a short note on Labour Intensiveness in Service Sector	BTL 6	Creating
13	Can you list out the Scope of services?	BTL 1	Remembering
14	What are the essential skills for a service provider?	BTL 2	Understanding
15	How would you show your understanding on the various issues in Services Marketing?	BTL 3	Applying
16	Discuss the Tangibility and Intangibility nature of Services.	BTL 4	Analysing
17	What is Inseparability?	BTL 1	Remembering

18	State the importance of Economic Liberalization.	BTL 2	Understanding
19	'Services are variable in nature' – Explain.	BTL 1	Remembering
20	Can you state the myths about Services?	BTL 1	Remembering

Q.NO	UNIT - I - PART - B - QUESTION	LEVEL	COMPETENCE
1	How would you explain Services Economy?	Level1	Remembering
2(i)	Will you state Ethical Issues in Services Marketing? (7)	Level2	Understanding
2(ii)	Can you explain unique characteristics of services? (6)		
3(i)	How would you show your understanding of Components of Services economy? (7)	Level3	Applying
3(ii)	How would you show your understanding of facility based services? (6)		
4	How would you categorize reason for the growth of services Sector?	Level4	Analysing
5(i)	Can you elaborate on scope of services marketing? (7)	Level5	Evaluating
5(ii)	Why do you think Technology is a key driver of services Innovation (6)		
6(i)	How would you evaluate the challenges of Service Marketing? (7)	Level6	Creating
6(ii)	How would you explain communication issues in Service Marketing? (6)		
7	How would you describe Evolution and Growth of Services Sector?	Level1	Remembering
8(i)	Can you explain other contemporary issues in Services Marketing? (7)	Level2	Understanding
8(ii)	Explain the impact of economic liberalization on the growth of service sector (6)		
9(i)	Discuss the nature of Services Marketing (7)	Level3	Applying
9(ii)	How do you classify services on the basis of Tangibility? (6)		
10	Can you list out reasons for the Growth of Service Sector?	Level4	Analysing

11	Discuss the cultural changes facilitated the growth of service sector.	Level1	Remembering
12	Explain the elements of service economy that has shown remarkable growth with example	Level2	Understanding
13	What do you think about global service era and its Characteristics?	Level4	Analysing
14(i)	What are contemporary issues in services Marketing With suitable example? (7)	Level1	Remembering
14(ii)	What is the impact that social changes in IT on the service Economy. (6)		

Unit - I - Part - C– Question

1. Use the concept of characteristics of a services and describe the differences between a services and a product you are familiar with. What marketing implications arise as a result of these difference?
2. What is the role of services in a developing economy like India? Discuss.
3. The Need and variety of services would depend on economic and social factor. Illustrate this view point with example.
4. What do you mean by marketing of service? What are the reason for the growth in the service market?

UNIT II SERVICE MARKETING OPPORTUNITIES			
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning			
Q.NO	UNIT - II - PART - A - QUESTION	LEVEL	COMPETENCE
1	What is meant by Market Potential?	BTL 1	Remembering
2	State the importance of assessing market potential.	BTL 2	Understanding
3	How would you explain Marketing Mix?	BTL 3	Applying
4	Can you outline what is meant by expanded marketing mix?	BTL 4	Analysing
5	Give a short description on Service Blueprinting.	BTL 5	Evaluating
6	Write a brief note on Marketing Environment.	BTL 6	Creating
7	What is meant by Target Marketing?	BTL 1	Remembering
8	Outline the process of Market Segmentation.	BTL 2	Understanding
9	List out the various strategies in Market Segmentation.	BTL 3	Applying
10	State the components of services marketing mix?	BTL 4	Analysing
11	Discuss in brief Psychographic Segmentation	BTL 5	Evaluating
12	How would you justify customer centricity in trends in service marketing?	BTL 6	Creating
13	What is meant by Service Positioning Strategy?	BTL 1	Remembering
14	State the requirements for effective segmentation.	BTL 2	Understanding
15	With suitable examples explain geographic and demographic segmentation.	BTL 3	Applying
16	Give a brief outline on Differentiated Marketing.	BTL 4	Analysing
17	What is meant by Concentrated Marketing?	BTL 1	Remembering
18	State the difference between Micro And Macro Environment.	BTL 2	Understanding
19	Outline the significance of Services Marketing Environment.	BTL 1	Remembering
20	What do you mean by trends in services?	BTL 1	Remembering

Q.NO	UNIT - II - PART - B - QUESTION	LEVEL	COMPETENCE
1(i)	How would you describe Service Market Potential? (5)	Level1	Remembering
1(ii)	What are the methods of assessing Market Potential? (8)		
2 (i)	Why do you think Service marketing mix is important? (6)	Level2	Understanding
2 (ii)	Discuss the Principles of Service Marketing Mix. (7)		
3(i)	Write a short note on Service Process (3)	Level3	Applying
3(ii)	Elaborately explain the steps in managing service processes (10)		
4(i)	How would you classify Service Employees? (6)	Level4	Analysing
4(ii)	Discuss the methods of Delivering Service Quality through People. (7)		
5	Discuss the key role of employees in a Service	Level5	Evaluating
6	Give a detailed account on Services Marketing Environment	Level6	Creating
7(i)	Write a critical evaluation on the recent trends in Service Marketing Environment (8)	Level1	Remembering
7(ii)	What is meant by Target Marketing in Services? (5)		
8	Elaborately explain the steps in Target Marketing Strategy.	Level2	Understanding
9	Can you explain the various strategies in Service Marketing Segmentation?	Level3	Applying
10(i)	Discuss the process of Market Segmentation(6)	Level4	Analysing
10(ii)	State the challenges in Service Market Segmentation? (7)		
11	Give a detailed account on Services Market Targeting	Level1	Remembering
12	Explain the classification of services with suitable examples	Level2	Understanding
13	Service Providers can achieve a competitive advantage with a focus strategy' - Explain	Level4	Analysing
14	With suitable examples explain the various segmentation strategies that can be adopted in a Service	Level1	Remembering

Unit - II - Part - C– Question

1. What are the components that need to be built in to every services quality system? Illustrate With example
2. Using the criteria of different benefits sought by target customer, how can the medical tourism Industry built or defend competitive positions? Use example to support your answer.
3. What are the basic steps in market segmentation? What specific challenges exist for services Organization when it comes
4. Discuss the difference between perception of services quality and customer satisfaction.

UNIT III SERVICE DESIGN AND DEVELOPMENT			
Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development			
Q.NO	UNIT - III - PART - A - QUESTION	LEVEL	COMPETENCE
1	What is service life cycle?	BTL 1	Remembering
2	Explain Augmented Service.	BTL 2	Understanding
3	How would you show your understanding of Service Design?	BTL 3	Applying
4	Can you list out types of new services?	BTL 4	Analysing
5	Outline the New Service Development Process.	BTL 5	Evaluating
6	How would you explain Flower of Service?	BTL 6	Creating
7	What is meant by Service Blueprinting?	BTL 1	Remembering
8	Can you explain the concept of Service Quality?	BTL 2	Understanding
9	How would you define Capacity Planning?	BTL 3	Applying
10	Give a brief on Benchmarking.	BTL 4	Analysing
11	What are Core Services?	BTL 5	Evaluating
12	Write a short note on customer relation in services marketing.	BTL 6	Creating
13	Define Service Quality Function Deployment (SQFD).	BTL 1	Remembering
14	What do you mean by Service Scope?	BTL 2	Understanding
15	List out the dimensions of Service Quality.	BTL 3	Applying
16	State the prerequisites of New Service Development.	BTL 4	Analysing
17	Write the components of Service Blueprinting.	BTL 1	Remembering
18	Why is Service Blueprinting important?	BTL 2	Understanding
19	What is service recovery?	BTL 1	Remembering
20	Write a short note on SERVQUAL Model.	BTL 1	Remembering

Q.NO	UNIT - III - PART - B - QUESTION	LEVEL	COMPETENCE
1(i)	What is services blueprint? Prepare a blue print for a hospital? (7)	BTL 1	Remembering
1(ii)	What are the strategies adopted during the Growth stage of the service life cycle? (6)		
2	Explain the stages in new services development process.	BTL 2	Understanding
3(i)	How would you apply Gap's model services quality in Banking Industry? (7)	BTL 3	Applying
3(ii)	How would you show your understanding of using and reading Services Blueprint? (6)		
4	Using fish bone diagram arrive at root cause analysis for flight departure delay for an airline.	BTL 4	Analysing
5	Discuss the various methods to maintain Service Quality.	BTL 5	Evaluating
6(i)	Explain the various stages in Service Life Cycle with an example. (7)	BTL 6	Creating
6(ii)	Discuss the various Strategies for different stages of Service Life Cycle. (6)		
7	What is SERVQUAL Model of service quality? With example.	BTL 1	Remembering
8	Explain the Influence of Service Characteristics on QFD	BTL 2	Understanding
9 (i)	How would you show your understanding of Services Process Redesign? (7)	BTL 3	Applying
9 (ii)	How would you show your understanding of New Service Development? (6)		
10	What are the Categories and important of Services quality?	BTL 4	Analysing
11	Explain responsiveness of the service quality	BTL 1	Remembering
12	Explain product – line extensions with suitable example?	BTL2	Understanding
13	What do you think about decline stage in service life cycle? Explain its characteristics	BTL4	Analysing
14(i)	Can you recall about application of SQFD with suitable example?	BTL 1	Remembering
14(ii)	How marketers can apply the traditional marketing Mix concept to services?		

Unit - III - Part - C - Question

- Using the flower of service concept develop enhancing supplementary services for a hotel.
- Explain the services design model adopted in any service industry of your choice.
- Give a brief account on the various dimensions of SERVQUAL.
- Draw the service blue print for the following services:
 - Courier (5Marks)
 - Airlines (5Marks)
 - Hospital. (5Marks)

UNIT IV SERVICE DELIVERY AND PROMOTION			
Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.			
Q.NO	UNIT - IV - PART - A - QUESTION	LEVEL	COMPETENCE
1	Define Advertising.	BTL 1	Remembering
2	What can you say about setting Positioning objectives?	BTL 2	Understanding
3	Can you outline the steps in developing a Positioning Strategy?	BTL 3	Applying
4	Give a brief on Service Differentiation.	BTL 4	Analysing
5	How would you define Service Delivery Framework?	BTL 5	Evaluating
6	What is your opinion about integrated service marketing communication?	BTL 6	Creating
7	Define Sales Promotion.	BTL 1	Remembering
8	What is meant by internal marketing?	BTL 2	Understanding
9	How would you explain Interactive Marketing?	BTL 3	Applying
10	Can you list out the elements of promotion mix?	BTL 4	Analysing
11	State your understanding n Service Channel.	BTL 5	Evaluating
12	What is your opinion about Penetration Pricing?	BTL 6	Creating
13	What is Services Delivery	BTL 1	Remembering
14	Can you explain direct marketing	BTL 2	Understanding
15	State the strategies used for Service Delivery.	BTL 3	Applying
16	Can you list out the objectives of Service Pricing?	BTL 4	Analysing
17	What is service channel?	BTL 1	Remembering
18	Illustrate 4 C's of delivering Customer Service.	BTL 2	Understanding
19	Can you recall pricing of services?	BTL 1	Remembering
20	What is service marketing triangle?	BTL 1	Remembering

Q.NO	UNIT - IV - PART - B - QUESTION	LEVEL	COMPETENCE
1(i)	How would you explain promotion for services in detail? (7)	BTL 1	Remembering
1(ii)	What are the consequences of technological development related to service delivery? (6)		
2(i)	Explain the Employee role in service delivery (7)	BTL 2	Understanding
2(ii)	Explain Real time Marketing and its Activities. (6)		
3	What example can you find for channel design process and explain in detail?	BTL 3	Applying
4(i)	How would you categorize decision about place and time in services delivery system (7)	BTL 4	Analysing
4(ii)	Can you list the 4C's of Delivering Customer Services with suitable example? (6)		
5(i)	Can you elaborate integrated services marketing communication? (7)	BTL 5	Evaluating
5(ii)	Discuss in detail about factors affecting pricing decisions? (6)		
6(i)	Explain in detail about pricing of services (6)	BTL 6	Creating
6(ii)	Explain the importance of Word of Mouth communication in service marketing? (7)		
7	How would you explain services marketing triangle in detail?	BTL 1	Remembering
8	What is the function of channel intermediaries and role of intermediaries? With examples.	BTL 2	Understanding
9 (i)	How would you show your understanding of limitation of Electronics channels (7)	BTL 3	Applying
9 (ii)	How would you show your understanding about Positioning Approaches? (6)		
10	Explain promotion mix for services in detail	BTL 4	Analysing
11	Can you explain strategies for effective service delivery through intermediaries?	BTL 1	Remembering
12	Explain the pros and cons of using a multichannel distribution strategy in service marketing.	BTL2	Understanding
13	What do you think about Internal Marketing communication	BTL4	Analysing
14(i)	How would you explain coordination in marketing communication in services marketing?	BTL 1	Remembering
14(ii)	Can you recall the guidelines for managing service communication		

Unit - IV - Part - C - Question

- What are issues to be considered for channel selection? Explain
- Choose a service company with which you are familiar and show how each of the seven elements (7Ps) of integrated service marketing applies.
- Explain how the services quality delivery in financial product is improved by technology. Illustrate With example.
- What do you mean by service recovery? Discuss various service recovery strategies.

UNIT V SERVICE STRATEGIES			
Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services			
Q.No	Unit - V - Part - A - Question	Level	COMPETENCE
1	What are Service strategies?	BTL 1	Remembering
2	State the nature of Public Utility Services.	BTL 2	Understanding
3	List the nature of Entertainment Services.	BTL 3	Applying
4	Bring out the nature of Hospitality services in short.	BTL 4	Analysing
5	What do you think about Marketing mix in IT services?	BTL 5	Evaluating
6	Narrate your opinion about Market segmentation in entertainment?	BTL 6	Creating
7	Define healthcare marketing	BTL 1	Remembering
8	What is meant by tourism industry?	BTL 2	Understanding
9	How would you show your understanding of Hospitality industry?	BTL 3	Applying
10	What are the benefits of telecommunication marketing?	BTL 4	Analysing
11	What do you think about marketing strategy for hospitality industry?	BTL 5	Evaluating
12	Explain your opinion about Key logistics actives?	BTL 6	Creating
13	What is health care services?	BTL 1	Remembering
14	Can you explain marketing concept contribution towards bank's success?	BTL 2	Understanding
15	How would you show your understanding of Tour and Travel services sector?	BTL 3	Applying
16	Can you list out characteristics of transportation industry?	BTL 4	Analysing
17	What is Consultancy services?	BTL 1	Remembering
18	Illustrate tourism industry?	BTL 2	Understanding
19	Can you recall Financial services sector?	BTL 1	Remembering
20	How would you explain insurance sector?	BTL 1	Remembering

Q. No	Unit - V - Part - B - Question	Level	COMPETENCE
1	How would you explain the impact of globalization in tourism industry In India?	BTL 1	Remembering
2(i)	Explain the services marketing opportunities in the hospitality and tourism sector. (7)	BTL 2	Understanding
2(ii)	Can you explain Marketing strategy for logistics industry? (6)		
3(i)	What example can you find for banking industry and explain in detail? (7)	BTL 3	Applying
3(ii)	How would you apply Marketing Mix for Mutual fund services? (6)		
4	How would you formulate a services marketing strategy for a NGO that deals with rehabilitation and prevention of alcohol/Drug abuse in society.	BTL 4	Analysing
5(i)	Can you elaborate services marketing strategy for a insurance Company in healthrelated insurance? (7)	BTL 5	Evaluating
5(ii)	Discuss marketing segmentation for education industry? (6)		
6(i)	Explain in detail about Telecom service sector? (7)	BTL 6	Creating
6(ii)	Explain Market Segmentation in Entertainment services? (6)		
7	How would you explain in detail about IT services with example?	BTL 1	Remembering
8	Explain Mutual fund services. With examples.	BTL 2	Understanding
9 (i)	How would you show your understanding Entertainment services? (7)	BTL 3	Applying
9 (ii)	Can you explain Financial services sector. With examples (6)		
10	Explain Hospitality industry in detail	BTL 4	Analysing
11	What do you think about marketing segmentation of mutual fund services?	BTL 1	Remembering
12	Give a critical evaluation on Public Utility Services in India.	BTL2	Understanding
13(i)	Discuss the need for marketing segmentation of IT services is important? (7)	BTL4	Analysing
13(ii)	What are the characteristics of Education Industry? (6)		
14(i)	How would you explain Logistics and its Key activities with example (6)	BTL 1	Remembering
14(ii)	Can you outline the impact of globalization in education services in India? (7)		

Unit - V - Part - C - Question

1. What does internal marketing means? Develop a step by step procedure for instituting internal Marketing for tourism department of Tamilnadu
2. How does information technology impact services delivery? Illustrate
3. Discuss the major issues and challenges facing service firms in India.
4. Prepare a detailed marketing plan for a hospital proposed to serve the low income group and want to mark a profit.

www.FirstRanker.com