



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)

Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



## DEPARTMENT OF MANAGEMENT STUDIES

### 19MBC06- SERVICES MARKETING

#### QUESTION BANK

#### UNIT – I

##### **Part-A**

1. Define services marketing.
2. Distinguish between 'Core' services and 'Peripheral' services.
3. What is relationship marketing?
4. Define CRM.
5. What is tangibility?
6. What is customer perception?
7. What is Intangibility?
8. Write down five services classification by industry?
9. What is Heterogeneity?
10. What is Customer expectation?

##### **Part-B**

1. (i)Discuss the evolution of service marketing.  
(ii)Explain the growth of the service sector.
2. (i)Discuss the impact of LPG on the services sector in India.  
(ii)How are services classified? – Elaborate.
3. (i)Explain how the technology changing the nature of service.  
(ii)Explain the impact of technology on the consumption of services by the consumer.
4. (i)What are the challenges involved in the marketing of a services? – Enumerate  
(ii)What are the areas where customers play an additional role in the case of services marketing? – Explain
5. (i)Discuss the problems that a marketer faces due to customer involvement in services delivery or consumption.  
(ii)Explain the major differences between Goods and Services.

#### UNIT – II

##### **Part-A**

1. What is market potential?
2. Define Value?
3. Define Marketing Mix?
4. What is Niche?
5. What is customer involvement?
6. What is positioning of services?
7. What is physical evidence?

8. Define Psychographic segmentation.
9. What is Targeting?
10. What is Segmentation?

### **Part-A**

1. (i) Explain the assessment of service market potential.  
(ii) Discuss the factors involved in the measurement of service market potential.
2. (i) Explain the potential available for delivering services in new ways or methods.  
(ii) Why service marketing is needed? Explain the impact of technology on the services.
3. (i) Explain the traditional marketing mix essential to the successful marketing of services.  
Discuss the expanded marketing mix adopted by the service marketers to market their services.  
(ii) Explain the current trend in the service marketing.
4. (i) Explain the concept of targeting & positioning.  
(ii) Explain the process involved in segmentation.
5. (i) Explain the connection between positioning and market segmentation.  
(ii) Explain the bases for services market segmentation

## **UNIT – III**

### **Part-A**

1. Define service product.
2. What are the four levels of service life cycle?
3. What is New Service Development?
4. What is Service Product Branding?
5. What is a service product patent?
6. What are the stages in service life cycle
7. Define Gap Model
8. Define service quality
9. Service blueprint- Explain.
10. What is SERVQUAL?

### **PART-B**

1. (i) Explain Service Life Cycle.  
(ii) Explain the stages in the New Service Development (NSD).
2. (i) Explain the New Service Product Features.  
(ii) Explain the failure of new service products and how to achieving success in development of new service products.
3. (i) Explain the various principles and stages in the services design.  
(ii) What do you understand by the term “Blueprinting”? Explain the procedure and issues involved in it.
4. (i) Enumerate the benefits of service blueprinting.  
(ii) Explain the impact of service quality.
5. (i) Explain the Gap’s model of service quality.  
(ii) What is Benchmarking? Explain the process of benchmarking.

## UNIT – IV

### **Part-A**

1. What is service delivery?
2. List out the two control strategies for effective service delivery.
3. What is Intermediaries?
4. What are all the partnering strategies to deliver the service?
5. What are the Empowerment strategies to deliver the service?
6. Who is an agent?
7. Who is a broker?
8. What are the types of agents?
9. Who is a dealer?
10. Who is a retailer?

### **PART-B**

- 1.(i) Explain the Positioning of servicing?  
(ii) Explain the location and distribution of services.
- 2.(i) Discuss the service channel development.  
(ii) Explain the strategies for effective service delivery through intermediaries.
- 3.(i) What is an Electronic channel? Explain the challenges in distributing services through electronic channels.  
(ii) Who are an agent & broker? Explain the challenges of delivering service through agent & broker.
- 4.(i) What are the various issues in pricing of services?  
(ii) Explain how to communicate prices to the target markets.
- 5.(i) Explain the service marketing triangle.  
(ii) Explain the concept of integrated services marketing communications

## UNIT – V

### **Part-A**

1. What are the services include in the roadways?
2. Define tourism.
3. What is the product involved in the healthcare services?
4. What is Medical tourism?
5. What is physical evidence in the entertainment services?
6. What is a Consultancy service?
7. What is Web marketing?
8. What is Financial Services?
9. What is Film marketing?
10. How we can price the Web marketing

## PART-B

1. (i) Explain the services strategies elements.  
(ii) Explain the various services industry you may come across with examples.
2. (i) Explain the public utility services.  
(ii) Discuss the hotel industry under hospitality services with an example.
3. (i) Discuss the current innovative strategies implemented in the entertainment industries.  
(ii) What are the innovative strategies implemented in the healthcare services.
4. (i) Explain the tourism industry with an example.  
(ii) “The Tamilnadu government concentrates on tourism development” – which is yielding more pride and profit – Comment.
5. (i) Explain the professional services.  
(ii) Explain the concept of Green Marketing