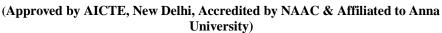


# **MUTHAYAMMAL ENGINEERING COLLEGE**

(An Autonomous Institution)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu



# DEPARTMENT OF MANAGEMENT STUDIES 19MBC06- SERVICES MARKETING

# **QUESTION BANK**

# <u>UNIT – I</u>

# 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

# <u>UNIT – III</u>

#### 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