

SHRI GURU NANAK DEGREE COLLEGE, Preet Vihar, RUDRAPUR

BBA 602: Marketing of Services

Section A: Long Answer Questions

Unit I

1. Explain the nature and definition of services with suitable examples.
2. Discuss the key differences between goods and services.
3. Elaborate on the trends in services marketing in India.
4. How are services classified? Give examples.
5. Discuss the role of marketing mix in service marketing.
6. Explain the importance of service sector in India's economy.
7. What are the challenges in marketing of services?
8. Discuss the implications of intangibility in service marketing.
9. Explain the role of quality in services marketing.
10. What is service taxonomy? Give examples.
11. Describe the growth of services sector post-liberalization.
12. Discuss the characteristics of services in detail.

Unit II

1. Define service positioning. How does it impact the market strategy?
2. What is consumer behavior in services? Explain with an example.
3. Describe the stages in new service development process.
4. What is a service blueprint? How is it developed?
5. Explain the consumer decision making process in service marketing.
6. Discuss how positioning of services differs from goods.
7. What are the key elements of effective service positioning?
8. Explain the role of brand positioning in service firms.
9. Discuss value addition through effective consumer behavior analysis.
10. Explain importance of segmenting service consumers.
11. How can service providers create competitive positioning?
12. Compare consumer buying behavior in services and products.

Unit III

1. Explain the importance of distribution in service context.
2. What are the options for service delivery?
3. Discuss the role of intermediaries in service delivery.

4. What are the challenges in distributing services?
5. Explain the role of physical evidence in service delivery.
6. Discuss strategies for effective service delivery.
7. What are the distribution planning considerations in services?
8. Describe the process of service distribution.
9. Explain the customer involvement in service delivery.
10. What is the impact of technology on service distribution?
11. How can service firms ensure consistency in service delivery?
12. Explain the role of location in distributing services.
13. Discuss franchise models in service distribution.

Unit IV

1. Define service marketing research and its scope.
2. Discuss the role of internal marketing in services.
3. Explain the process of pricing services.
4. Describe the integrated marketing communications in service sector.
5. What is relationship marketing? Why is it important?
6. Explain the concept of co-operative marketing.
7. What are the objectives of service planning?
8. Discuss the concept of service quality measurement.
9. How do rural cooperatives work in India?
10. Explain the evolution of co-operatives in service industry.
11. What is internal marketing? Give examples.
12. Discuss strategies to retain service customers.
13. Describe the importance of blueprinting in service design.

Section B: Short Answer Questions

Unit I

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6. Explain the importance of service sector in India's economy.
7. What are the challenges in marketing of services?
8. Discuss the implications of intangibility in service marketing.
9. Explain the role of quality in services marketing.
10. Describe the growth of services sector post-liberalization.
11. Explain the demand and supply management in service sector.
12. Discuss the characteristics of services in detail.

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8. Describe the process of service distribution.
9. Explain the customer involvement in service delivery.
10. What is the impact of technology on service distribution?
11. How can service firms ensure consistency in service delivery?
12. Explain the role of location in distributing services.

Unit IV

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13. Describe the importance of blueprinting in service design.

Section C: Multiple Choice Questions (MCQs)

Unit I

1. Which of the following is NOT a characteristic of services?
 - - Intangibility

- - Perishability
- - Ownership
- - Inseparability

2. Service marketing mix includes how many Ps?

- - 4
- - 5
- - 7
- - 8

3. The service sector contributes approximately what percent to India's GDP?

- - 50%
- - 60%
- - 20%
- - 70%

4. Which of the following is an example of a service?

- - Television
- - Car
- - Consultancy
- - Refrigerator

5. Classification of services is based on:

- - Ownership
- - Tangibility
- - User Participation
- - Location

6. Trends in service marketing do NOT include:

- - Digital transformation
- - Globalization
- - Declining demand
- - Customization

7. Goods are produced, while services are:

- - Inventoried
- - Transported
- - Consumed
- - Performed

8. Which one is not a service classification?

- - People Processing
- - Possession Processing
- - Information Processing
- - Material Handling

9. What affects service intangibility?

- - Color
- - Weight
- - Experience
- - Shape

10. Which of the following is NOT a part of service taxonomy?

- - Facility-based
- - People-based
- - Equipment-based
- - Inventory-based

11. Which is not a component of service quality?

- - Reliability
- - Responsiveness
- - Tangibility
- - Ownership

12. Which of the following is NOT a trend in service marketing?

- - Mass customization
- - E-commerce integration

- - Manual billing
- - Global outsourcing

13. Which of these is a part of augmented service?

- - Core benefit
- - Additional benefits
- - Basic service
- - None

Unit II

1. What is positioning in service marketing?

- - Setting prices
- - Placing ads
- - Creating image
- - Measuring output

2. Which of the following helps in positioning services?

- - Price cuts
- - Customer reviews
- - Product design
- - Service blueprint

3. Consumer behavior in services is influenced by:

- - Weather
- - Servicescape
- - Paint color
- - Time of year

4. Stages in new service development include:

- - Ideation
- - Scrap analysis
- - Warehouse management
- - Shipping

5. Blueprinting helps in:

- - Marketing mix
- - Pricing
- - Visualizing services
- - Legal compliance

6. In service buying, which stage is critical?

- - Pre-purchase
- - Shipping
- - Re-order
- - Packaging

7. Consumer decision-making process includes:

- - Exploration
- - Evaluation
- - Experimentation
- - Expectation

8. Differentiation of services is based on:

- - Features
- - Brand
- - Value
- - Experience

9. Which is NOT a method of segmenting service market?

- - Geographic
- - Demographic
- - Psychographic
- - Photographic

10. Consumer attitude depends on:

- - Discounts
- - Service experience
- - Packaging

- - Shelf placement

11. Positioning is closely linked to:

- - Product life cycle
- - Consumer perception
- - Pricing
- - Distribution

12. Which is a tool for positioning analysis?

- - SWOT
- - BCG Matrix
- - Perceptual Mapping
- - PESTEL

13. The service blueprint includes:

- - Input/output flows
- - Customer interactions
- - Employee grades
- - Financial reports

Unit III

1. Service delivery depends on:

- - Packaging
- - Distribution
- - Raw materials
- - Advertising

2. Key intermediary in services includes:

- - Retailers
- - Teachers
- - Doctors
- - All of the above

3. Franchising is a model of:

- - Product manufacturing

- - Service distribution
- - After-sale service
- - Complaint handling

4. Which is NOT a strategy for effective service delivery?

- - Standardization
- - Personalization
- - Excess inventory
- - Training

5. Physical evidence in services includes:

- - Price tags
- - Brochures
- - Competitor info
- - None

6. In distribution of services, location is:

- - Not important
- - Equally important
- - More important
- - Less important

7. Technology enhances service distribution by:

- - Reducing cost
- - Delaying service
- - Avoiding customization
- - Increasing raw material

8. Inconsistent delivery in services is due to:

- - Automation
- - Human involvement
- - High cost
- - Poor packaging

9. Which is NOT an option for service delivery?

- - Online platform
- - Self-service
- - Call center
- - Truck logistics

10. Service firms ensure consistency through:

- - Automation
- - Customer loyalty
- - Training
- - All of the above

11. Which one is a physical evidence?

- - Website
- - Logo
- - Uniform
- - All of the above

12. Franchisee delivers:

- - Goods
- - Services
- - Products only
- - Reports

13. Key intermediaries help in:

- - Service design
- - Service planning
- - Service delivery
- - None

Unit IV

1. Which is NOT a function of marketing research?

- - Understanding customer needs

- - Advertising
- - Service planning
- - Market feedback

2. Internal marketing focuses on:

- - Customers
- - Employees
- - Partners
- - Suppliers

3. Pricing services depends on:

- - Tangible goods
- - Customer perception
- - Material cost
- - Color

4. Relationship marketing deals with:

- - Short-term sales
- - Long-term customers
- - Packaging
- - Distribution

5. Co-operative societies aim to:

- - Maximize profits
- - Serve community
- - Avoid tax
- - Export goods

6. Service blueprint is used for:

- - Employee hiring
- - Service process mapping
- - Pricing
- - Promotion

7. Which is NOT a pricing technique?

- - Penetration
- - Skimming
- - Odd-even
- - Fabric pricing

8. Marketing planning involves:

- - Only strategy
- - Promotion alone
- - Comprehensive planning
- - Budgeting only

9. Co-operatives in rural areas are focused on:

- - Exports
- - Local needs
- - Imports
- - Tech upgrades

10. Which is not an IMC tool?

- - TV
- - Print
- - Pricing
- - Radio

11. Internal marketing improves:

- - Costing
- - Employee engagement
- - Sales
- - Design

12. Service quality is measured using:

- - SERVQUAL
- - SWOT



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