

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
PGDBM DEGREE EXAMINATION MAY 2024  
(Second Semester)

Branch – PG DIPLOMA IN BUSINESS MANGEMENT

**MAJOR ELECTIVE COURSE: MARKETING OF SERVICES**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Select name of the country having maximum percent of GDP attributed to services. a. United States                      b. China c. Germany                                d. India	K1	CO1
	2	Which one is not an element of People. a. Motivation b. Teamwork c. Flow of activities d. Customer training	K2	CO1
2	3	SSTs stands for _____. a. Stable Service Technologies b. Social Service Technologies c. Smart Service Technologies d. Self Service Technologies	K1	CO2
	4	Charging customers different prices for essentially the same service is called _____. a. Price discrimination b. Price Determination c. Price segmentation d. Price Settlement	K2	CO2
3	5	_____ is mainly deals with the inability to inventory services. a. Intangibility                      b. Perishability c. Inseparability                      d. Tranquility	K1	CO3
	6	_____ is the main reason for difficulty in Services Marketing. a. Separability                      b. Intangibility c. Availability                          d. Demand Supply Gap	K2	CO3
4	7	Tata Sky is the joint venture of Tata and _____. a. Sony                                      b. Star c. IBN                                        d. Zee	K1	CO4
	8	Intangibility, Perishability, Inseparability & Variability are the characteristics of _____. a. Products                                b. Services c. Goods                                      d. Both a&b	K2	CO4
5	9	Which of the following is an example of omni channel marketing? a A company selling it's products in its website only b A Company selling it's products on multiple online markets. c A Company selling it's products both online and in physical stores d None of the Above	K1	CO5

Cont...



5	10	<p>Survey instruments used to access customer perception of service quality are called</p> <p>1 CETSKALE 2 SERVQUAL 3 SERVPREF 4 DINESERV 5 RSQS</p> <p>Choose the most appropriate answer from the option given below</p> <p>a 1 &amp; 2 only                      b 2 &amp; 3 only c 1,2,3 &amp; 4 only                  d 2,3,4 &amp; 5 only</p>	K2	CO5
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**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the significance of services marketing.	K3	CO1
	(OR)			
	11.b.	Build the common differences between services and goods.		
2	12.a.	Identify the types of physical evidence.	K3	CO2
	(OR)			
	12.b.	Construct the objectives of pricing.		
3	13.a.	Examine the External Environment of the Service Industry.	K4	CO3
	(OR)			
	13.b.	List the dimensions of quality of service with illustrations.		
4	14.a.	Discover the different types of users of tourism services.	K4	CO4
	(OR)			
	14.b.	Classify the elements of the service package for hotel service.		
5	15.a.	Evaluate the IoT applications.	K5	CO5
	(OR)			
	15.b.	Explain the social media marketing in the service industry.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the customer decision making process.	K4	CO1
2	17	List the various pricing strategies related to Services.	K4	CO2
3	18	Explain the life cycle concept in the services industry.	K5	CO3
4	19	Opinion the formulated service marketing strategy for hospitality industry?	K5	CO4
5	20	Elaborate on the various types of channel practices in services marketing and changes in the current scenario.	K6	CO5