

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**PGDBM DEGREE EXAMINATION MAY 2025
(Second Semester)**

**Branch – PG DIPLOMA IN BUSINESS MANAGEMENT
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	What is a key characteristic of services compared to products? a) Tangibility b) Standardization c) Intangibility d) Durability	K1	CO1
	2	Which of the following is NOT an element of services marketing? a) Process b) People c) Physical evidence d) Product customization	K2	CO1
2	3	What does the term "perishability" in services mean? a) Services can be easily stored for future use b) Services cannot be stored or saved for later consumption c) Services have a long shelf life d) Services are always available on demand	K1	CO2
	4	Which of the following is one of the additional 3Ps in the 7Ps framework for services marketing? a) Promotion b) Place c) People d) Price	K2	CO2
3	5	Which model is widely used to measure service quality? a) SERVQUAL b) SWOT analysis c) Porter's Five Forces d) Value Chain Analysis	K1	CO3
	6	What is the role of influencers in social network marketing? a) To develop organizational strategies b) To promote products or services to their followers c) To provide financial support for campaigns d) To replace traditional advertising agencies	K2	CO3
4	7	Social network marketing relies heavily on: a) Print media b) User-generated content and engagement c) Government regulations d) Internal organizational communication	K1	CO4
	8	Telemedicine is an example of: a) Tangible healthcare service b) Personalized digital healthcare services c) Traditional service delivery d) Preventive healthcare service only	K2	CO4
5	9	What does "student satisfaction" in educational services depend on? a) Campus facilities and course fees only b) Quality of teaching, infrastructure, and outcomes c) Marketing efforts of the institution d) Government regulations	K1	CO5
	10	In healthcare marketing, patient loyalty is primarily influenced by: a) Competitive pricing b) Service quality and trust c) Location proximity d) Advertising frequency	K2	CO5

Cont...

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 key characteristics of services.	K3	CO1
	(OR)			
	11.b.	Construct the challenges of marketing services compared to physical products. How can businesses address these challenges?		
2	12.a.	Build if the role of "People" in the success of service delivery. How can organizations train and motivate their staff to ensure service quality?	K3	CO2
	(OR)			
	12.b.	Identify the role of customer feedback in improving service quality. What are the best practices for collecting and acting on feedback?		
3	13.a.	Explain the SERVQUAL model and its dimensions.	K5	CO3
	(OR)			
	13.b.	Evaluate the importance of "Process" in ensuring seamless service delivery. How can organizations optimize processes for better efficiency and customer satisfaction?		
4	14.a.	Examine how educational institutions can balance quality and accessibility in their services. How does this impact their reputation and student satisfaction?	K4	CO4
	(OR)			
	14.b.	List the significance of public utility services.		
5	15.a.	Examine the applications of IOT in services industry.	K4	CO5
	(OR)			
	15.b.	Analyze the challenges businesses face in implementing social network marketing campaigns. How can they overcome these challenges?		

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	Contrast the importance of the 7Ps framework in marketing services. How do the additional Ps (People, Process, Physical Evidence) address the unique nature of services?	K4	CO1
2	17	Examine the impact of technology on services marketing. How have advancements such as AI and automation changed service delivery?	K4	CO2
3	18	Determine the emerging issues in service marketing with suitable examples	K5	CO3
4	19	Discuss the role of branding in healthcare services. How can hospitals and clinics build a strong, trustworthy brand?	K6	CO4
5	20	Explain the importance of social network marketing in today's digital landscape. How does it differ from traditional marketing?	K5	CO5

Z-Z-Z

END