

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PGDBM DEGREE EXAMINATION MAY 2026
(Second Semester)

Branch – **PG DIPLOMA IN BUSINESS MANAGEMENT**

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	“Moments of truth” in service marketing was given a) Gary Armstrong b) Jan Carlzon c) Parasuraman and Zeithamal d) Rosser Reeves	K1	CO1
	2	Which one of the following is an example of hybrid service offering? a) Consulting b) Massage c) Restaurant Meal d) Car with a warranty	K2	CO1
2	3	The key components of the service marketing are broadly a) People, product, place b) Physical evidence, process, people c) Price, physical evidence, promotion d) Product, process, physical environment	K1	CO2
	4	Which of the following types of retailers is “D Mart”? a) Discount store b) Super market c) Convenience store d) Catalogue store	K2	CO2
3	5	Gap model indicates the a) Possible failure in the service delivery process b) Outcome of the process c) Process of the service delivery d) The sequence in which service delivered	K1	CO3
	6	Service quality of the company may be affected by the act of a) Receptionist b) Competitors c) Advertiser d) System administration	K2	CO3
4	7	Services marketing is important in today’s context because it a) Generates more customers b) Generates more GDP c) Generates more jobs d) Generates more job and GDP	K1	CO4
	8	Which of the following can be categorized as information processing service? a) Legal service b) Health care c) Education d) Management consultancy	K2	CO4
5	9	A disadvantage of e-marketing is a) High cost b) Low reach c) Loss of personal contact d) Less satisfaction	K1	CO5
	10	Total customer value consist of all of the following components except a) Product value b) Personal value c) Image value d) Time value	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.	Explain the key steps to preparing a service blueprint.	K2	CO1
		(OR)		
	11.b.	Explain the factors influencing the Customer expectations.		
2	12.a.	Experiment with the objectives in the promotion of service.	K3	CO2
		(OR)		
	12.b.	Identify the targeting strategies in service.		
3	13.a.	Experiment with the gap model in service quality.	K3	CO3
		(OR)		
	13.b.	Identify the External Environment of the Service Industry.		
4	14.a.	Analyze the factors affecting the logistics industry.	K4	CO4
		(OR)		
	14.b.	Categorize the characteristics of financial services.		
5	15.a.	Analyze the IoT applications.	K4	CO5
		(OR)		
	15.b.	List the customer experience with suitable examples.		

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	Take part in the illustrate this view point with examples. "The need and variety of services would depend on economic and social factors".	K4	CO1
2	17	Inference the factors affecting Pricing Policy of Services.	K4	CO2
3	18	Examine the conceptual model of Service quality with a neat diagram.	K4	CO3
4	19	Criticize the impact of privatization and globalization on educational services in India.	K5	CO4
5	20	Explain in detail about information technology in service delivery.	K5	CO5

Z-Z-Z

END