

Question bank**Module I****Introduction to Service**

1. Define services (2012, 2013) (3 Marks)
2. Explain the various elements of services marketing triangle (2013) (7 Marks)
3. Explain the GAP model of service quality (2013, 2011,) (10Marks)
4. Explain the reasons for growth in service sector. (2012,2011) (10 Marks)
5. Briefly describe the obstacles in service marketing. (2012,2011) (10 Marks)
6. What are services? (2010) (3 Marks)
7. Explain in detail myths about services (2010) (7 Marks)
8. How do different characteristics of services distinguish goods from services? (2010) (7 Marks)

Module II**Consumer Behaviour in service**

1. What are service encounters? (2013) (3 Marks)
2. Explain the different types of service expectations (2013, 2012) (7 Marks)
3. What are the search quality, experience quality and credence qualities? (2011, 2010) (3 Marks)
4. What is ZOT (Zone of Tolerance)? (2012,2010) (3 Marks)

Module III**Understanding customer expectations through Market Research**

1. Explain the elements in an effective services marketing research program (2013) (7 Marks)
2. Explain the different levels of retention strategies. (2013, 2011, 2010) (10 Marks)
3. Explain the different levels of relationship strategies required for service marketer for segmentation and retention of consumer. (2013) (7 Marks)

Module IV**Customer Defined service Standards**

1. What are the hard and soft standards? (2013, 2011, 2010) (3 Marks)
2. Discuss five dimensions of service quality (2013) (10 Marks)
3. What is service positioning? (2013) (3 Marks)
4. Describe the need for service blue print. (2011) (7 Marks)
5. What are key factors providing GAP 2? (2012, 2010) (3 Marks)

Module V**Employee role in service designing**

1. What are the strategies for enhancing customer participation? (2013, 2010) (3Marks)
2. Discuss the strategies for closing provider Gap-3 (2013, 2012, 2010) (10 Marks)
3. What are the four categories of strategies to match service promises with delivery? (2013, 2012) (7 Marks)
4. Explain the major types of intermediaries used in distributing services. (2011) (7 Marks)
5. Who are the boundary spanners and what are their roles? (2011, 2010) (7 Marks)

Module VI**Managing demand and capacity**

1. Discuss the strategies for matching capacity and demand (2013, 2012) (10 Marks)

Module VII**Role of marketing communication**

1. What is skimming the cream price? What is penetration pricing? (2013) (3Marks)
2. Explain the types of non-monetary cost. (2013) (7 Marks)
3. What are the key reasons for GAP-4 involving communication? (2013, 2012, 2011) (7 Marks)
4. Explain different approaches to services pricing and explain. (2010) (10 Marks)

Module VIII**Physical evidence in services**

1. Explain the different types of service scapes. (2013) (7 Marks)
2. Discuss the need for physical evidence. (2011) (7 Marks)
3. What is physical evidence? (2012, 2010) (3 Marks)
4. Explain in detail the approaches for understanding servicescape effects. (2012, 2010) (10 Marks)