

BA5006 SERVICES MARKETING

IMPORTANT QUESTIONS AND QUESTION BANK

UNIT-I INTRODUCTION

2-Marks

1. Define service.
2. What is service economy?
3. Write a short note on service economy.
4. What are the unique characteristics of services?
5. Define service marketing.
6. Explain "services are variable in nature".
7. What is the importance of Economic liberalization?
8. Define Inseparability?
9. Discuss the Tangibility and Intangibility nature of services.
10. List out the scope of services.
11. How would you classify the services?
12. What is the various issue in service marketing?
13. Evaluate goods-service continuum?
14. What is the influencing service marketing?
15. Write a short note on variability feature of services.

13-Marks

1. Explain the unique characteristics of services.
2. Discuss the challenges and issues in services marketing.
3. Discuss the growth of service sector in India and its contribution to Indian economy.
4. Discuss the challenges and issues in services marketing in India
5. Discuss the nature and scope of service marketing.
6. Explain the characteristics of services.
7. Explain the services Economy.
8. Describe briefly about evolution and growth of services sectors.
9. Discuss about cultural changes facilitated the growth of service sector.
10. Explain in detail about the elements of service economy that has shown remarkable growth with example.

UNIT-II SERVICE MARKETING OPPORTUNITIES

2-Marks

1. What is interactive marketing?
2. What are the extended marketing mixes of services?
3. What is the service between services for people and services for goods?
4. What are the bases for service market segmentation?
5. What do you mean by trends in services?
6. What is positioning of service?
7. What is market potential?
8. What is the importance of assessing market potential?
9. Explain marketing mix.
10. Brief note on Marketing Environment?
11. Define Target Marketing
12. What is the process of Market segmentation?
13. Write the significance of Service Marketing environment.
14. What is the difference between micro and macro environment?
15. What is service Positioning Strategy?

13-Marks

1. List down and explain the attributes for services positioning with example.
2. Explain the basis for classification of services.
3. Explain the classification of services with suitable example.
4. Discuss the positioning strategies used by service organisations for their competitive advantage.
5. What do you mean by marketing segmentation? How do we segment for services?
6. Explain detailed account on services Market Targeting.
7. Service provider can achieve a complete advantage with a focus strategy in detail
8. Explain the various segmentation strategies that can be adopted in a service business.
9. 1) Explain the principles of service marketing mix.
2) Write a short note on Service Process.
10. Explain in detail about Service Market potential.

UNIT-III SERVICE DESIGN AND DEVELOPMENT

2-Marks

1. What is service blueprint?
2. List the steps in New Product Development.
3. What do you mean by customer gap?
4. What is zone of tolerance?
5. Write a short note on service Quality function development.
6. What are the five dimensions of SERVQUAL?
7. What is service lifecycle
8. Define Augmented Service.
9. List out the types of new service?
10. Explain Flower of Service.
11. Explain the concept of service Quality.
12. Explain benchmarking.
13. Define core services.
14. Define service scape.
15. Why service blueprinting is important?

13-Marks

1. What is service blueprint? Explain the key element of service blueprint.
2. Explain the gap model of service Quality. Discuss the key factors leading to each gap.
3. Discuss the stages of new service development process.
4. Explain the gap model of service Quality in financial services industry.
5. Explain the various steps in the service lifecycle with an example.
6. Explain in detail the gaps in service Quality model.
7. How marketers can apply the traditional marketing mix concept to services?
8. Explain in detail about responsiveness of the service Quality.
9. Explain the categories and important of services Quality?
10. Explain in detail about influence of service characteristics on QFD.

UNIT-IV SERVICE DELIVERY AND PROMOTION

2-Marks

1. Write short note on augmented product.
2. What are the factors that influence the Desired Service?
3. Define service blueprinting.
4. What is interactive marketing?
5. What is service marketing triangle?
6. What is meant by integrated service marketing communication?
7. What is Advertising?
8. What is sales promotion?
9. Define internal marketing.
10. List out the elements of promotion mix?
11. Explain direct marketing.
12. Define service delivery.
13. Define service channel.
14. Can you recall pricing of services?
15. What are the strategies used for service delivery?

13-Marks

1. Analyze the key elements of service delivery system.
2. Draw the service marketing triangle and discuss the marketing activities in each side.
3. Explain various methods for pricing of services.
4. Discuss the role of various promotion tools in integrated service communication.
5. Discuss the role of pricing in the marketing of service and identify the factors that impact pricing decision.
6. What is multichannel distribution? Explain the pros and cons of using a multichannel distribution strategy in service marketing.
7. Can you recall the guidelines for managing service communication?
8. Explain in detail about internal marketing communication.
9. Detail about promotion mix for service.
10. Explain the function of channel intermediaries and role of intermediaries? With example.

UNIT-V SERVICE STRATEGIES

2-Marks

1. Define service strategies.
2. Write a short note on customer relations in services marketing.
3. What are the four key element of service delivery system?
4. What are the challenges inherent in-service design?
5. What are the benefits of segmentation?
6. Write short notes on Experience Qualities.
7. What is the nature of Public Utility services?
8. What is the nature of public entertainment services?
9. What is healthcare marketing?
10. What are the benefits of telecommunication marketing?
11. Explain your opinion about key logistics actives?
12. Define healthcare service.
13. Define consultancy services.
14. Define tourism industry?
15. Explain insurance sector.

13- Marks

1. Critically evaluate the impact of privatization and globalization in educational services in India.
2. Discuss service marketing opportunities in the hospitality and tourism sector.
3. Explain the service marketing triangle in tourism industry.
4. Discuss service marketing strategies followed by corporate private higher education institute in India.
5. Explain the various pricing methods adopted in hospitality industry.
6. Discuss the generic dimensions, a customer use to evaluate health care service Quality.
7. Explain in detail about the impact of globalization in tourism industry in India.
8. Explain the apply marketing mix for mutual fund services?
9. What example can you find for banking industry and explain in detail?
10. Elaborate services marketing strategy for a insurance company in health related insurance?