

D 143091**(Pages : 2)****Name.....****Reg. No.....**

FOURTH SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2026
(CBCSS)

Master of Commerce

MCM 4E (M) 04—SERVICE MARKETING

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

Answer should be written in English only.

Section A

*Answer any **four** questions.*

Each question carries 2 weightage.

1. What do you mean by Service marketing ?
2. What do you mean by Service Strategy ?
3. What do you mean by “Zone of Tolerance” ?
4. Briefly explain the term Product Positioning ?
5. Explain the term Product Mix ?
6. What do you mean by Molecular Model ?
7. What do you mean by Service Quality ?

(4 × 2 = 8 weightage)

Section B

*Answer any **four** questions from the following.*

Each question carries 3 weightage.

8. Why Customer Service matters ?
9. What is Market Segmenting ?
10. Discuss the problem of Customer Misbehaviour.
11. What is Target Marketing ?

Turn over

12. Briefly narrate the role of Sales Manager in Service Marketing.
13. Briefly explain the challenges of Service Marketing.
14. Discuss the role of Communication in the Service marketing.

(4 × 3 = 12 weightage)

Section C

*Answer any **two** questions.*

Each question carries 5 weightage.

15. What is the nature of Service Marketing ?
16. Explain in details the Service Quality Gap.
17. Briefly explain the reasons for growth of Service Sector.
18. “Customer Service is the new marketing; it is what differentiates one business from another”.
Narrate your view points with appropriate examples.

(2 × 5 = 10 weightage)

D 143091-A**(Pages : 4)****Name.....****Reg. No.....****FOURTH SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2026****(CBCSS)****Master of Commerce****MCM 4E (M) 04—SERVICE MARKETING****(2019 Admission onwards)****(Multiple Choice Questions for SDE Candidates)****Time : 20 Minutes****Total No. of Questions : 20****Maximum : 5 Weightage****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MCM 4E (M) 04—SERVICE MARKETING
(Multiple Choice Questions for SDE Candidates)

1. _____ describes the employees skills in serving the client.
(A) Internal Marketing. (B) External Marketing.
(C) Relationship marketing (D) Interactive marketing.
2. _____ is the physical surroundings or the physical facility where the service is produced, delivered and consumed.
(A) Service space. (B) Service place.
(C) Service escape. (D) Service scope.
3. Service are characterized by all of the following characteristics except for _____.
(A) Intangibility. (B) Homogeneity.
(C) Perishability. (D) Inseparability.
4. Which of the following is not included in seven Ps of the marketing mix given by Booms and Bitner ?
(A) Process. (B) People.
(C) Politics. (D) Physical evidence.
5. _____ are the only service distributors which do not require direct human interaction.
(A) Electronic channels. (B) SSTs.
(C) Direct service channels. (D) Speculative channels.
6. _____ is based on the idea that customer expectations of the service they will receive shape their perception of the actual service encounter.
(A) Service action. (B) Service satisfaction.
(C) Service recovery. (D) Service quality.
7. Banking is the example of _____.
(A) Production services. (B) Business services.
(C) Consumer services. (D) Government provided services.

8. Expand PESTEL :
- (A) Political, Economic, Social, Terminological, Environmental and Legal.
 - (B) Political, Environmental, Social, Terminological, Economical, Legal.
 - (C) Political, Economic, Social, Technological, Environmental and Legal.
 - (D) Political, Environmental, Social, Technological, Economical, Legal.
9. Which of the following is not one of the five dimensions that is measured by the SERVQUAL scale ?
- (A) Tangibles.
 - (B) Employee satisfaction.
 - (C) Responsiveness.
 - (D) Assurance.
10. According to Parasuraman, Zeithml and Berry, the most important determinate of service quality.
- (A) Responsiveness.
 - (B) Reliability.
 - (C) Assurance.
 - (D) Empathy.
11. Service is delivered within the marketing environment. The macro environment can be analysed using which of the following tools ?
- (A) SWOT.
 - (B) PEST.
 - (C) TOWS.
 - (D) None of these.
12. _____ is the tool for simultaneously depicting the service process, the point of customer contract and the evidence of the service from the customer point of view ?
- (A) Front of planning.
 - (B) Service blue printing.
 - (C) Service standardization.
 - (D) None of these.
13. Servicescape refers to _____.
- (A) Service landscape.
 - (B) Service factory.
 - (C) Place where the service is delivered.
 - (D) Beautiful landscape.

Turn over

14. Successful service companies focus their attention on both their customer and their employees. They understand _____, which links service firm profits with employee and customer satisfaction.
- (A) Internal marketing. (B) Service profit chains.
(C) Interactive marketing. (D) Service marketing.
15. Which financial institution regulates the insurance products in India ?
- (A) IRDA. (B) IDRA.
(C) IRAD. (D) IADR.
16. Service blueprint first introduced by :
- (A) Len Berry. (B) Booms and Bitner.
(C) Philip Kotler. (D) G.Lynn Shostack.
17. The extended Ps of service marketing mix is :
- (A) People, product, place.
(B) Price, physical evidence, promotion.
(C) Physical evidence, process, People.
(D) Product, process, physical environment.
18. Minimizing the amount of role conflict and role ambiguity experienced by employees will help reduce the size of this gap is known as _____.
- (A) Knowledge gap. (B) Standards gap.
(C) Delivery gap. (D) Communications gap.
19. Focusing the firm's marketing efforts toward the existing customer base is called :
- (A) Excellent customer service. (B) Conquest retention.
(C) Customer retention. (D) Courteous retention.
20. The service industry has several emerging trends that organisations need to be aware of. Which of these should organisations keep a lookout for ?
- (A) New competitors entering the marketplace.
(B) Advances in the internet.
(C) Heightened customer expectations.
(D) Advances in e-commerce.