

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com (Hons), Winter 2017 – 18 Examination**

**Semester: 3****Date: 22/12/2017****Subject Code: 16103203****Time: 10:30am to 1:00pm****Subject Name: Service and Relation Marketing****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 (A) MCQ. (1 mark each. All Compulsory)****(06)**

1. Which is not a component of Marketing Mix of Service?
  - a) Promotion
  - b) Profit
  - c) Product
  - d) Process
2. Face to Face Interaction with one or more prospective buyer for the purpose of marketing a service is known as \_\_\_\_
  - a) Advertising
  - b) Sales Promotion
  - c) Personal Selling
  - d) Public Relations
3. Which one of the following is not an element of distribution in service context?
  - a) Time Flow
  - b) Information Flow
  - c) Negotiation Flow
  - d) Product Flow
4. Find the odd one out-
  - a) Build Higher Bond
  - b) Give Loyalty Rewards
  - c) Deepen the relationship
  - d) Conduct churn diagnostic
5. The function of employees as people in service marketing is \_\_\_\_.
  - a) Productive Capacity
  - b) Make Product
  - c) Quality Contributors
  - d) Potential Competitors
6. Information is a component of \_\_\_\_
  - a) The Flower of service
  - b) The wheel of loyalty
  - c) Service Distribution
  - d) Shostacks Model

**(B) Do as directed. (1 mark each. All Compulsory)****(06)**

1. What is the role of people in service marketing?
2. Explain any one reason of growth of services.
3. State any one challenge of service delivery.
4. Explain the Human Element in Consumer Expectation.
5. Give an example of a Service.
6. Give an example of a Mini store.

**Q.2 Answer the following. (4 mark each. All Compulsory) (12)**

- A. Process is an essential part of Service. Explain the types of processes involved in Service Marketing.
- B. Write a short note on Designing a Service Concept.
- C. Briefly state the Marketing Mix of Service Marketing.

**Q.3 Answer the following. (6 mark each. Any Three out of Four) (18)**

- A. Explain the Shostack's Molecular Model for augmenting a core product.
- B. 'The Pricing Strategy stands on Three Legs'. Explain the statement.
- C. Write a detailed note on Physical Evidence aspect of Service Marketing.
- D. Explain in detail the role of services in economy.

**Q.4 Answer the following. (9 mark each. Any Two out of Three) (18)**

- A. Explain the Flower of Service in detail.
- B. Explain in detail the stages of consumption.
- C. Determine the Type of Options for Service Delivery. Explain the channel preferences of the customers.