

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com (Hons) Examination 2018-19**

Semester:3

Subject Code: 16103203

Subject Name: Service and Relationship Marketing

Date: 24/11/2018

Time: 10:30am to 01:00pm

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 Do as directed.****A) Multiple choice type questions. (Each of one mark) (06)**

1. Which is not a component of Marketing Mix of Service?
 

a) Price	b) Promotion
c) Place	d) Profit
2. Which of the following is not a characteristic of Service?
 

a) Perishability	b) Heterogeneity
c) Tangibility	d) Fluctuating Demand
3. For this type of service, people must be available.
 

a) People Processing	b) Mind Processing
c) Possession Processing	d) Information Processing
4. Purchasing a Vodafone Sim card is a service.
 

a) True	b) False
c) All of the above	d) None
5. Information is a component of \_\_\_\_\_
 

a) Shostack's Model	b) Flower of Service
c) Service Distribution	d) the wheel of loyalty
6. Which is the third leg in pricing strategy?
 

a) Cost Based Pricing	b) Value Based Pricing
c) Competition Based Pricing	d) Revenue Based Pricing

**B) Definitions / One-liners / Terms. (Each of one mark) (06)**

1. What is the role of place in service marketing?
2. Explain any one reason of growth of services.
3. State any one challenge of service delivery.
4. Explain the Technical Element in Consumer Expectation.
5. Give one example of Service.
6. Define Service.

**Q.2 Numerical / Short Note Questions. (Each of 04 mark) (12)**

1. Write a short note on Designing a Service Concept.
2. Process is an essential part of Service. Explain the types of processes involved in Service Marketing.
3. Briefly state the Marketing Mix of Service Marketing.

**Q.3 Answer the following. (Any Three) (18)**

1. Explain in detail the role of services in economy.
2. 'The Pricing Strategy stands on Three Legs'. Explain the statement.
3. Write a detailed note on Physical Evidence aspect of Service Marketing.
4. Explain the Shostack's Molecular Model for augmenting a core product.

**Q.4 Answer the following. (Any two) (18)**

1. Explain in detail the stages of consumption.
2. Explain the concept of Wheel of Loyalty.
3. Explain the Flower of Service in detail.