

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com (Hons) Winter 2019-20 Examination**

**Semester: 3****Date: 04/12/2019****Subject Code: 16103203****Time: 10.30 am to 1.00 pm****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) Do as directed (MCQ, True or False) (1 mark each. All Compulsory)****(06)**

1. Which of the following is not a characteristic of service marketing?

- a) Intangibility
- b) separability
- c) heterogeneity
- d) perishability

2. Which of the following is not a services?

- a) Hospital
- b) banking
- c) insurance
- d) none of these

3. \_\_\_\_\_ includes the storage and protection of goods.

- a) Warehouse
- b) Transport
- c) Store house
- d) Godown

4. -----is not a feature of advertising

- a) It helps in stimulating sales
- b) It may be oral or written
- c) It reduces sales
- d) None

5. Which of the following is not an element of service marketing mix?

- a) People
- b) packaging
- c) process
- d) physical evidence.

6. Medical treatment with ayurvedic massage is an example of

- a) Pure tangible good
- b) hybrid
- c) pure service
- d) none of these

**(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory)****(06)**

Q1. What is the price terminology used for service of Education?

Q2. What is Discount pricing?

Q3. Who will be the typical intermediaries for selling life insurance?

Q4. Define Services.

Q5. Define Advertising.

Q6. Who is a Decider?

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

- A. Distinguish between Physical products and Services.
- B. Discuss the Decision Making Roles that are played in service purchase process.
- C. Discuss the important characteristics of services with suitable examples.

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

- A. What do you think are the main reasons for including the element of 'people' in marketing mix of services.
- B. Write a short note Factors influencing consumer behavior.
- C. Discuss the Elements of promotion mix in detail.
- D. Discuss the three stages in the purchase process for services.

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

- A. Explain the stages of Product life cycle
- B. Discuss the reasons for the growth of service sector.
- C. Write an essay on 'gap model' of service quality.