



Name:

Enrolment No:

UPES

End Semester Examination, December 2023

Course: Service Marketing
Program: BBA LLB (HONS)
Course Code: MKTG2034

Semester: III
Time : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Multiple Choice Question	Marks	CO
Q1	Which positioning strategy is particularly suitable for a company that caters to a specific, small market segment with unique needs? a. Price positioning b. Niche positioning c. Differentiation positioning d. Repositioning strategy	2	CO1
Q2	Which of the following is NOT one of the 7 Ps of service marketing? a) People b) Price c) Promotion d) Profit	2	CO2
Q3	Which of the following is a psychological factor influencing consumer behavior? a) Social status b) Market competition c) Income level d) Economic conditions	2	CO2
Q4	Which of the following is a characteristic of services that differentiates them from tangible products? a) Inseparability b) Standardization c) Tangibility d) Ownership	2	CO2
Q5	Targeting based on factors like age, gender, income, and education is an example of: a) Psychographic targeting b) Behavioral targeting	2	CO1

	c) Demographic targeting d) Geographic targeting		
Q6	Which factor is crucial in maintaining consistency and quality in service delivery? a) Heterogeneity b) Customization c) Standardization d) Flexibility	2	CO2
Q7	Which factor is crucial for enhancing customer satisfaction in a service encounter? a) Reducing customer involvement b) Consistency in service quality c) Ignoring customer feedback d) High employee turnover	2	CO1
Q8	An example of a niche market could be: a) A supermarket chain b) A restaurant serving multiple cuisines c) A store specializing in organic, vegan beauty products d) A global fast-food franchise	2	CO2
Q9	What does a Unique Selling Proposition (USP) refer to in marketing? a) A brand's distinct advantage that sets it apart from competitors b) The price differentiation of a product c) The overall market share a company holds d) The promotional strategies used to attract customers	2	CO2
Q10	Which of the following is not a common basis for market segmentation? a) Demographic b) Psychographic c) Behavioral d) Company size	2	CO2
SECTION B 4Qx5M= 20 Marks			
Q	Answer all the questions.		
Q1	Explain the concept of post-purchase dissonance and its relevance in consumer behavior?	5	CO3
Q2	Justify the importance of an organization's awareness of consumer expectations.	5	CO2
Q3	Analyze the pricing techniques a service organization may adopt to draw more customers?	5	CO3

Q4	Discuss and provide examples of successful positioning strategies implemented by well-known brands or companies?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q	Answer all the questions.		
Q1	Discuss the strategies that a service organization may employ to anticipate and satisfy evolving customer demands?	10	CO3
Q2	Explain how external factors like social influences and cultural norms effect consumers decision making process?	10	CO3
Q3	Discuss how the decision-making process differ between high-involvement and low-involvement purchases made by the consumer?	10	CO4
SECTION-D 2Qx15M= 30 Marks			
Q	Answer all the questions.		
Q1	Analyze how behavioral segmentation differ from demographic, geographic, or psychographic segmentation in service marketing strategies and importance of behavioral segmentation in understanding consumer habits, decision-making processes, and its impact on tailoring products or services to specific market segments?	15	CO4
Q2	Explain the main difference between using the 7 Ps in service marketing for business-to-business and business-to-consumer (B2C) applications?	15	CO3