



**MEASI INSTITUTE OF MANAGEMENT
CHENNAI-14**

**Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute**

**Elective Course - X
Semester – III & IV
PMF10 – Services Marketing
Question Bank**

Prepared

By

Dr. S.G. BALAJI, M.B.A., PGDIB., M.Phil., Ph.D.

Associate Professor – Academic and Research & Development
MEASI Institute of Management, Chennai-600014



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VISION & MISSION STATEMENTS OF THE INSTITUTE

VISION;

- To emerge as the most preferred Business School with Global recognition by producing most competent ethical managers, entrepreneurs and researchers through quality education.

MISSION;

- **Knowledge through quality teaching learning process;** To enable the students to meet the challenges of the fast challenging global business environment through quality teaching learning process.
- **Managerial Competencies with Industry institute interface;** To impart conceptual and practical skills for meeting managerial competencies required in competitive environment with the help of effective industry institute interface.
- **Continuous Improvement with the state of art infrastructure facilities;** To aid the students in achieving their full potential by enhancing their learning experience with the state of art infrastructure and facilities.
- **Values and Ethics;** To inculcate value based education through professional ethics, human values and societal responsibilities.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1; Placement; To equip the students with requisite knowledge skills and right attitude necessary to get placed as efficient managers in corporate companies.

PEO 2; Entrepreneur; To create effective entrepreneurs by enhancing their critical thinking, problem solving and decision-making skill.

PEO 3; Research and Development; To make sustained efforts for holistic development of the students by encouraging them towards research and development.

PEO4; Contribution to Society; To produce proficient professionals with strong integrity to contribute to society.

Program Outcome;



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PO1; Problem Solving Skill; Apply knowledge of management theories and practices to solve business problems.

PO2; Decision Making Skill; Foster analytical and critical thinking abilities for data-based decision making.

PO3; Ethical Value; Ability to develop value based leadership ability.

PO4; Communication Skill; Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5; Individual and Leadership Skill; Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6; Employability Skill; Foster and enhance employability skills through subject knowledge.

PO7; Entrepreneurial Skill; Equipped with skills and competencies to become an entrepreneur.

PO8; Contribution to community; Succeed in career endeavors and contribute significantly to the community.



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PMF10 - SERVICES MARKETING QUESTION BANK

PART A

1. Define Service Economy.
2. What are the characteristics of Services?
3. Define Services
4. List out the dimensions of service quality.
5. What is meant by expected service quality?
6. What are the goals of service quality management?
7. State the difference between goods and services.
8. What is Services Marketing triangle?
9. Write the stages in the evolution of services marketing.
10. What is heterogeneity?
11. What are the problems due to inseparability?
12. What are the reasons for the growth of service economy?
13. Suggest any four suitable bases for segmenting services market.
14. Explain internal marketing and interactive marketing.
15. What is health care service?
16. Briefly mention the reasons for the growth of the service economy.
17. What are the implications of inseparability?
18. What are the problems due to heterogeneity?
19. How do you overcome difficulties due to heterogeneity?
20. What are the problems due to perishability?
21. How will you fulfill customer expectations?
22. Differentiate customer expectation and customer perception behavior.
23. How services segmentation is differed from goods marketing segmentation?
24. What is meant by market opportunities?
25. What is meant by perceptions of services?
26. What is services market segmentation?
27. What are the determinants of customer behavior in service market?
28. What is meant by customer expectations?
29. What are the factors determining market selection?



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30. What are the fastest growing services sectors in India?
31. What are the components of services marketing mix?
32. Define mental stimulus processing.
33. Why service product branding is difficult?
34. What are the different services sectors available in India?
35. Write down the importance of assessing service market potential
36. Define Target market.
37. Suggest any four suitable bases for segmenting service market
38. What is zone of tolerance
39. Distinguish between core and peripheral services
40. What are the determinants of quality?
41. What are the applications of bench marking
42. What is SERVQUAL
43. What is service recovery?
44. What are the service recovery strategies?
45. What is relationship marketing?
46. What is the focal point of quality of a service?
47. What is emotional labour?
48. What are the three categories of properties consumer products?
49. What are search qualities?
50. What are the methods to achieve quality of services
51. How does blue print differ from service map?
52. What is product retention index?
53. What are the components of a service?
54. What is service environment?
55. Name three fastest growing services in India?
56. What are the components of integrated service management?
57. What is external marketing?
58. What are the difficulties in pricing services? What are the factors determining the price of a service?
59. List two pricing methods used by a service organization?



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60. What are public utility services?
61. What is meant by marketing strategy?
62. List out the advantages of Information Technology.
63. What is the impact of technology in delivering services.
64. What are the factors affecting logistics industry?
65. What are the service marketing strategies for tourism industry.
66. What is internal marketing?
67. What are the various customers-oriented pricing methods in service marketing?
68. What is health care service?

PART B

1. Explain the method of assessing the service marketing opportunities and the customer expectations. (Assume any of your choice of service).
2. Discuss the factors considered for the segmenting and targeting the service market for the aviation industry.
3. What are the basic steps in market segmentation? What specific challenges exist for service organizations when it comes of segmentation?
4. Briefly explain the significance of people based attributes of the service product.
5. Discuss the differences between perceptions of services quality and customer satisfaction.
6. What do you mean by marketing of services? What are the reasons for the growth in the service market?
7. (i) Briefly describe the special characteristics feature of service.
(ii) How are services classified? Elaborate.
8. What is service quality? Explain the SERVQUAL model with examples.
9. Explain the classification of services and the method of marketing? What is meant by Market Targeting?
10. Describe the factors influencing buyer characteristics.
11. What are the levels and patterns of service market segmentation? What is service life cycle?
12. 1. (i) Explain the service life cycle stages.
(ii) How the new services are identified and developed?



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13. Discuss the methods of pricing the services and trace the scope and challenges involved in pricing the services.
14. Explain the service design model adopted in any service industry of your choice.
15. Explain the factors affecting a pricing policy of services.
16. What is service positioning? Discuss how the dimensions of service quality can be used for positioning strategies.
17. What is customer focused pricing. Analyse the pricing strategies involved in cellular services industry.
18. Explain the role played by physical evidence in a service firm Define interactive marketing.
19. What is meant by a service recovery in services marketing?
20. State the impact of technology in delivering services.
21. What are the basics to be considered while selecting a channel?
22. List out the types of people involved in services.
23. What are the components of Service process?
24. How does blue print differ from service map?
25. What is product retention index?
26. What are the difficulties in pricing services? What are the factors determining the price of a service?
27. List two pricing methods used by a service organization?
28. What are the various customers oriented pricing methods in service marketing?
29. The need and variety of services would depend on economic and social factors". Illustrate this view point with examples.

PART C

1. Explain the various types of channel practices in services marketing and changes in the current scenario.
2. Develop the ways and means of customer relations management to be practiced for retail shops.
3. Explain how the "Service Quality Delivery" in financial products is improved by technology. Illustrate with examples.
4. What is the role of CRM in delivering customer relationship strategy? Explain with suitable example.



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5. Explain the level of complexity and divergence service and their impact on service process.
6. Explain the guidelines for managing service communication.
7. How will you design communication mix for promoting services? Explain identify any four challenges in hospitality marketing.
8. What are the factors affecting tourism industry?
9. What is health care service?
10. What are public utility services?
11. What is meant by marketing strategy?
12. What is the impact of technology in delivering services.
13. What are the factors affecting logistics industry?
14. What are the service marketing strategies for tourism industry.
15. Differentiate between hard and soft standards.
16. What are the various writing services?
17. Identify the elements of service package for hotel
18. Explain the scope and functions of service marketing strategy for tourism industry.
19. Develop a marketing mix and marketing strategies for a financial services company.
20. Name some public utility services and the marketing strategies used by them.
21. Discuss the role of publicity and personal selling in promoting tourism business.
22. Explain the market for educational services and the marketing approach of an educational institution.
23. Prepare a detailed marketing plan for a hospital proposed to serve the low-income group and want to make a profit.
24. Explain the significance of segmentation in the banking services.
25. Develop an appropriate marketing mix model for hotel services.
26. How will you formulate service marketing strategy for hospitality industry? Discuss.
27. Discuss the impact of privatization and globalization in educational
28. What are the various customers-oriented pricing methods in service marketing?
29. What are the skills required for the entertainment marketer? Discuss.