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S.K.S.S ARTS COLLEGE, THIRUPPANANDAL - 612504



## QUESTION BANK

*Title of the Paper*

# SERVICES MARKETING

Course: I M.Com.,  
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SEMESTER : I

*Prepared by*



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## **CORE COURSE – II**

### **SERVICES MARKETING**

#### ***UNIT – I***

Services Marketing – Definition – importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

#### ***UNIT – II***

Concept of services marketing – Societal concept– Buyer behavior concept – Factors influencing buyer behavior– Decision making process. Delivering Quality Service – TQM in services marketing - Quality standards - process and technological requirements to implement Quality Standards in services marketing.

#### ***UNIT – III***

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategies during the Product Life Cycle – Product Planning Strategy – Development of new products Diversification and elimination.

#### ***UNIT – IV***

Bank Marketing – Insurance Marketing – Transport Marketing.

#### ***UNIT – V***

Tourism and Hotel Marketing- Education marketing- Communication Services Marketing – Health services.

**UNIT- I**  
**CHOOSE THE CORRECT ANSWER**

1. A \_\_\_\_\_ is a form of product that consists of activities, benefits or satisfaction offered for sale that are essentially intangible and do not result in the ownership of anything.
  - A. Service
  - B. Demand
  - C. Need
  - D. Physical object
2. Services are characterised by five distinct characteristics. These are
  - A. Intangible, value, variability, inseparability and lack of ownership
  - B. Inseparable, intangible, perishable, variability and right of ownership
  - C. Intangibility, value, variability, inseparability and relationship
  - D. Intangibility, perishability, variability, inseparability and lack of ownership
3. The objectives of service marketing are
  - A. Building trust
  - B. Empowering service
  - C. Customer satisfaction
  - D. All the above
4. The examples of service marketing are
  - A. Food services
  - B. Transport service
  - C. Communication service
  - D. All the above
5. The major difference between goods and services are
  - A. Intangible, right, inventory ,difficult to evaluate
  - B. Evaluate, intangible, conceptualize, inventory
  - C. Intangibility, inventory, inseparability ,inconsistency
  - D. Inventory, evaluate, right, intangible
6. The type of marketing which happen within the service marketing triangle
  - A. Internal, knowledge and government services
  - B. Course marketing, relationship and scarcity marketing
  - C. Education, nonprofit services and government services
  - D. Internal, external and interactive marketing
7. Reasons for growth of service sectors
  - A. Rapid urbanization, expansion of public sector and demand
  - B. Marketing ,expansion and health care service
  - C. Selling, producing and car rental services
  - D. None of these

8. General classification of services based on the type of function
  - A. Business services
  - B. Communication services
  - C. Distribution services
  - D. All the above
9. An action that a person does for someone else
  - A. Service
  - B. Product
  - C. Marketing
  - D. Selling
10. Anything that we can offer to a market for attention acquisition use or consumption that could satisfy a need or want
  - A. Service
  - B. Product
  - C. Satisfaction
  - D. Intangible

**Answers:** 1. A 2. B 3. D 4.D 5. C 6. D 7. A 8. D 9. A 10. B

### **SHORT QUESTIONS (2 MARKS)**

11. What is service marketing?
12. What are the features of services marketing?
13. What is a service?
14. What are the objectives of services marketing?
15. How service sector contributes to the growth of an economy?
16. What is meant by economic growth?
17. Mention the factors contributing to the growth of a service sector.
18. State the different types of services.
19. What is meant by marketing a product?
20. What is meant by product service?

### **PARAGRAPH QUESTIONS (5 MARKS)**

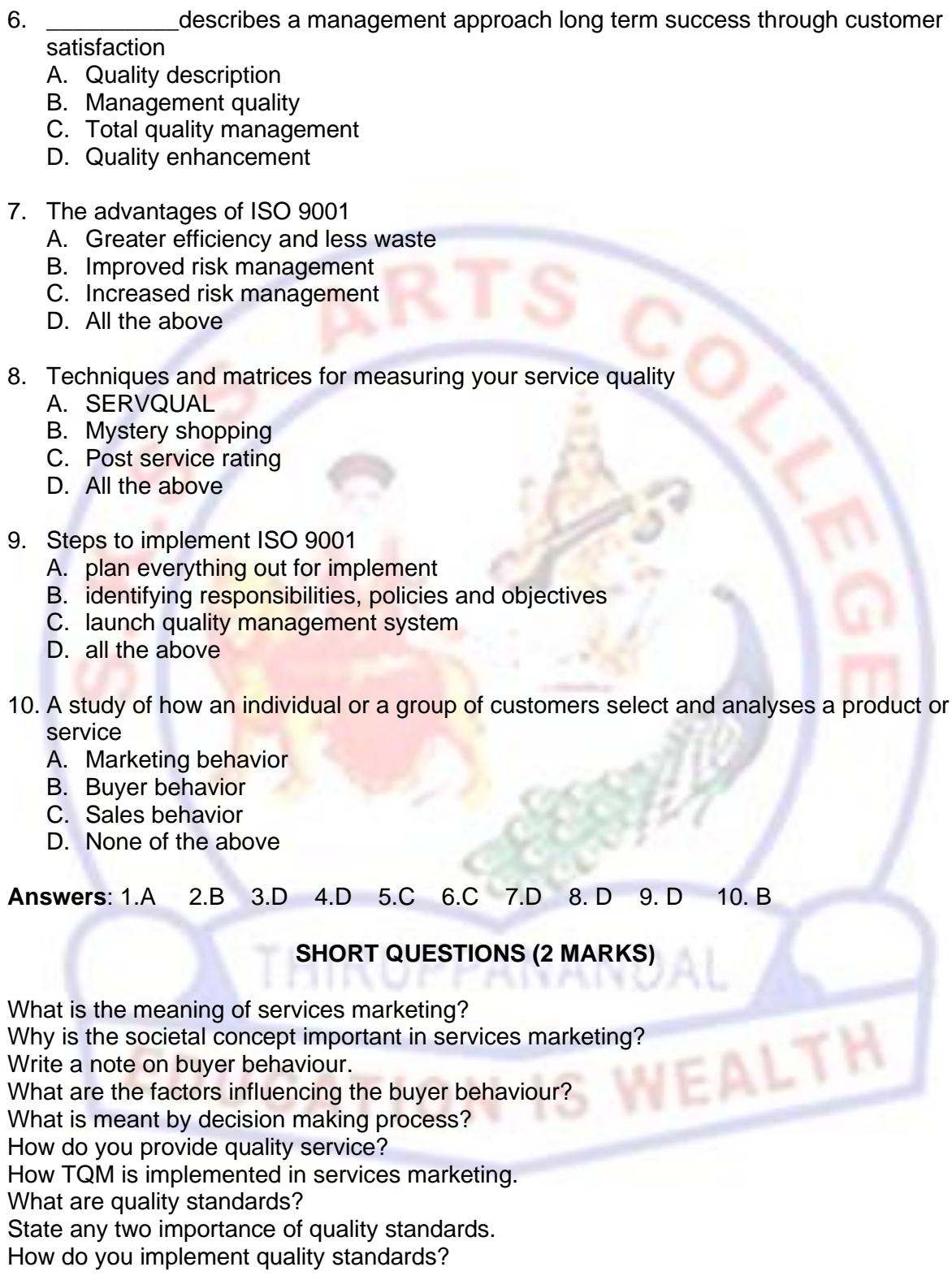
21. Write a detailed note on “Nature and characteristics of service sector in an economy”.
22. Explain the main objectives of services marketing.
23. Explain how to overcome the challenges in service marketing.
24. How the service sector contributes to the growth of an economy? Explain
25. Explain the types of service provided in service marketing.
26. State the reason for the growth of service sectors in India
27. Discuss any three types of service marketing.
28. Discuss any three differences between promoting of a service and a product.
29. What is internal marketing? Why is it important in service marketing?
30. State the difference between internal and interactive marketing.

## **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Define services marketing and explain its features.
32. Explain the importance of services marketing.
33. Discuss the major factors responsible for high growth of service sectors.
34. Explain the various types of services marketing.
35. Discuss the elements of internal marketing.
36. Enumerate the differences between products and services
37. What is interactive marketing? Explain its features.
38. Discuss the marketing similarities between products and services.
39. Explain the origin and growth of service marketing.
40. Discuss the recent trends of growth in service marketing.

### **UNIT- II CHOOSE THE CORRECT ANSWER**

1. The marketing based on relationship and value
  - A. Service marketing
  - B. Marketing
  - C. Production marketing
  - D. None of the above
2. \_\_\_\_\_ integrates the concept of social responsibility into commercial marketing strategies
  - A. Public marketing
  - B. Societal marketing
  - C. Promotion marketing
  - D. None of these
3. The major factors influencing buyer behavior are
  - A. Culture
  - B. Social and personal
  - C. Psychological
  - D. All of the above
4. Stages of consumer decision making process
  - A. Need recognition
  - B. Information search and evaluation of alternation
  - C. Purchase decision
  - D. All the above
5. A quality refers to customers comparison of service expectations as it relates to companies performance
  - A. Service marketing
  - B. Consumer behavior
  - C. Service quality
  - D. None of these

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6. \_\_\_\_\_ describes a management approach long term success through customer satisfaction
    - A. Quality description
    - B. Management quality
    - C. Total quality management
    - D. Quality enhancement
  7. The advantages of ISO 9001
    - A. Greater efficiency and less waste
    - B. Improved risk management
    - C. Increased risk management
    - D. All the above
  8. Techniques and matrices for measuring your service quality
    - A. SERVQUAL
    - B. Mystery shopping
    - C. Post service rating
    - D. All the above
  9. Steps to implement ISO 9001
    - A. plan everything out for implement
    - B. identifying responsibilities, policies and objectives
    - C. launch quality management system
    - D. all the above
  10. A study of how an individual or a group of customers select and analyses a product or service
    - A. Marketing behavior
    - B. Buyer behavior
    - C. Sales behavior
    - D. None of the above

**Answers:** 1.A 2.B 3.D 4.D 5.C 6.C 7.D 8. D 9. D 10. B

#### **SHORT QUESTIONS (2 MARKS)**

11. What is the meaning of services marketing?
12. Why is the societal concept important in services marketing?
13. Write a note on buyer behaviour.
14. What are the factors influencing the buyer behaviour?
15. What is meant by decision making process?
16. How do you provide quality service?
17. How TQM is implemented in services marketing.
18. What are quality standards?
19. State any two importance of quality standards.
20. How do you implement quality standards?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Define service marketing and explain its characteristics.
22. Discuss the factors influencing buyer behaviour.
23. Narrate any three steps in consumer decision making process.
24. Explain the five components of service quality.
25. Explain the main objectives of total quality management.
26. Narrate how you would establish quality standards.
27. Narrate the four elements of quality.
28. Discuss the benefits of quality standards.
29. How do companies adopt quality standards? Explain.
30. Narrate the steps for implementing ISO standards in an organization.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Explain the basic concepts of service marketing.
32. Discuss the methods of service marketing.
33. Discuss the problem of consumer misbehaviour.
34. What is meant by customer satisfaction and why it is important?
35. Explain the stages involved in consumer decision making process.
36. What are the elements of quality for delivery services?
37. Discuss the objectives of service marketing.
38. Discuss the elements of TQM.
39. Explain the major components of quality service.
40. Explain how the technology can be used to improve the culture of service.

### **UNIT- III** **CHOOSE THE CORRECT ANSWER**

1. The service marketing mix is also known as
  - A. Extended marketing mix
  - B. Product marketing mix
  - C. Service delivery
  - D. Promotion mix
2. The service marketing mix consists of how many P's
  - A. 3
  - B. 7
  - C. 4
  - D. None of the above
3. A high level plan describing what a business hopes to accomplish with its product and how it plans to do so
  - A. Price strategy
  - B. Promotion strategy
  - C. Product strategy
  - D. None of these

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4. A new product progresses through a sequence of stages from introduction, growth, maturity and decline  
A. Product  
B. Product life style  
C. Maturity stage  
D. None of these
5. Example of product strategy  
A. Performance  
B. Improvement  
C. Expansion of market  
D. All the above
6. \_\_\_\_\_ is something which satisfies the needs and wants of the customer  
A. Price  
B. Product  
C. Place  
D. Promotion
7. A process of bringing new product to market place  
A. New product development  
B. Old product development  
C. Stages of product development  
D. Product development
8. \_\_\_\_\_ is the ongoing process of identifying and articulating market requirement that defines product feature set  
A. Selling  
B. Marketing  
C. Market planning  
D. Product planning
9. A withdrawal of a product from a market  
A. Product elimination  
B. Product diversification  
C. Product simplification  
D. Product development
10. The types of product diversification are  
A. Concentric diversification  
B. Horizontal diversification  
C. Conglomerate diversification  
D. All the above

**Answers:** 1. A    2. B    3. C    4. B    5. D    6. B    7. A    8. D    9. A    10. D

### **SHORT QUESTIONS (2 MARKS)**

11. What is meant by service marketing mix?
12. State the features of service marketing mix.
13. What is meant by product strategy?
14. Write a short note on PLC.
15. Name the four stages of PLC.
16. What is product planning in marketing?
17. What are the elements of product planning?
18. What is new service development?
19. What is product eliminating in marketing?
20. What is diversification in marketing?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Explain the importance of service marketing mix.
22. Explain the features of service marketing mix.
23. How does PLC affect the marketing strategy? Discuss
24. Explain the elements of product planning.
25. Narrate the steps in new service development.
26. Narrate the five stages of product development.
27. Distinguish between product standardization and product simplification.
28. Explain the various types of diversification strategies.
29. Discuss the reasons for diversification in products.
30. Narrate the reasons for product elimination.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Explain the importance of marketing mix in growth strategy.
32. Briefly explain the main objectives of selecting a marketing mix.
33. What strategies you would recommend to be followed during the four stages of PLC?
34. What are the four phases of product life cycle?
35. Discuss the various pricing strategies in product planning.
36. Discuss the statement “Related diversification is an attractive corporate strategy”.
37. Discuss the main stages in developing new services and products.
38. Briefly explain the reasons for diversification in products.
39. Explain the importance of product elimination.
40. Is diversification a sound investment strategy – Explain.

**UNIT- IV**  
**CHOOSE THE CORRECT ANSWER**

1. A \_\_\_\_\_ is a financial institution that accepts deposits and channels those deposits into lending activities.
  - A. Bank
  - B. Service
  - C. Mortgage
  - D. Marketing
  
2. The concept of bank marketing is
  - A. Identifying the most profitable marketing now and in future
  - B. Assessing the present and future needs of customers
  - C. Adopting to a changing environment in the market place
  - D. All the above
  
3. Which of the following is the most appropriate reason for bank marketing
  - A. Variety of banking products
  - B. Globalization
  - C. Recession
  - D. None of these
  
4. Which of the following is not an example of bank marketing
  - A. Sale on internet
  - B. Tele-marketing
  - C. Mail order sales
  - D. None of these
  
5. A market is a socio-economic area where the insurers need the services
  - A. Money market
  - B. Retail market
  - C. Insurance market
  - D. Services market
  
6. \_\_\_\_\_ is the aggregate of functions directed to provide services to satisfy customers financial need
  - A. Financial marketing
  - B. Money marketing
  - C. Bank marketing
  - D. Service marketing
  
7. A customer who wants clear, transparent, information, smooth, hassle free interaction and choose from a good selection of policies at a reasonable prices
  - A. Customers
  - B. Insurance customers
  - C. Retailers
  - D. Wholesalers

8. A mean of protection from financial loss
  - A. Money
  - B. Risk
  - C. Insurance
  - D. Market
9. A means of moving goods and people from one location to another in marketing
  - A. Transportation
  - B. Road transport
  - C. Air transport
  - D. None of these
10. Means of transportation are
  - A. Railways
  - B. Roadways
  - C. Waterways
  - D. All the above

**Answers:** 1. A    2. D    3. B    4. D    5. C    6. C    7. B    8. C    9. A    10. D

### **SHORT QUESTIONS (2 MARKS)**

11. What is marketing in banking?
12. How do banks spend on marketing?
13. What are the elements of marketing mix in banking services?
14. What is meant by insurance marketing?
15. How do you market health insurance?
16. What is the role of marketer in an insurance company?
17. State the disadvantages of Life insurance marketing
18. What is transportation marketing?
19. What is the role of transport in marketing?
20. What is meant by service marketing mix?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Explain the role of marketing in the banking industry.
22. Narrate the elements of marketing mix in banking services.
23. Explain the various marketing strategies adopted by the banks.
24. Explain the features of insurance marketing.
25. Briefly explain the various components of insurance market.
26. What is Life insurance marketing and explain its advantages.
27. What is transportation marketing and explain its advantages
28. Discuss the role of transport in marketing.
29. Explain the importance of transportation in marketing.
30. Explain the various modes of transport in services marketing.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. What is bank marketing and explain its features.
32. Discuss the reasons for why bank marketing is necessary.
33. Explain the role of marketing in banking sector.
34. Discuss the role of marketing in an insurance company.
35. Briefly explain the merits and demerits of life insurance marketing.
36. Explain the three fundamental components for a successful insurance marketing.
37. Explain the importance of insurance for business and people.
38. Explain the importance of transportation in marketing.
39. Discuss the merits and demerits of transport marketing.
40. Discuss the important functions of transport in marketing.

### **UNIT- V**

#### **CHOOSE THE CORRECT ANSWER**

1. A person who stays one night accommodation in the country visits
  - A. Visitors
  - B. Excursionist
  - C. Tourist
  - D. None of the above
2. The ministry of tourism is headed by
  - A. PM
  - B. President
  - C. Chief minister
  - D. Union minister of India
3. Umbrella term which refers to the various marketing strategies and techniques that hotel use
  - A. Tourism marketing
  - B. Money marketing
  - C. Educational marketing
  - D. Hotel marketing
4. \_\_\_\_\_ needs to market themselves as a destination and an experience rather than just a necessity
  - A. Hotel
  - B. Room mate
  - C. Marketing
  - D. Setting

5. A process of educating our prospects rather than pitching them
- A. Service marketing
  - B. Educational marketing
  - C. Marketing
  - D. Hotel marketing
6. The target group of education loans are to
- A. Meritorious students seeking higher education
  - B. All colleges
  - C. All parents
  - D. Research scholars
7. \_\_\_\_\_ in service marketing is to strength the relationship increases the target audience retain customer and enhance growth
- A. Marketing
  - B. Communication
  - C. Selling
  - D. Buying
8. Impressing the patients is the essential element that is practiced today
- A. Internal marketing
  - B. External marketing
  - C. Health care marketing
  - D. Social media marketing
9. The communication system for the smooth flow of information between two parties
- A. Optional communication system
  - B. Radio communication system
  - C. Tactical communication system
  - D. All the above
10. Health care marketing involves
- A. Trust
  - B. Focus on referrals
  - C. Connecting directly to clients
  - D. All the above

**Answers:** 1. C 2. D 3. D 4. A 5. B 6. A 7. B 8. C 9. D 10. D

### **SHORT QUESTIONS (2 MARKS)**

11. What is meant by tourism?
12. What are the types of tourism?
13. What is hotel marketing?
14. What are the features of hotel marketing?
15. What is education marketing?
16. What are the strategies adopted by education marketing?
17. What is service marketing?
18. Why is health care marketing important?
19. What is communication mix in service marketing?
20. How do you market a hospital service?

### **PARAGRAPH QUESTIONS (5 MARKS)**

21. Explain the features of tourism marketing.
22. Discuss any two types of tourism products.
23. Explain the various marketing strategies adopted by hotel industry.
24. Discuss the various marketing strategies adopted to attract students.
25. Explain the role of marketing in education process.
26. Explain 7p's of marketing mix in an education institute.
27. Explain the various types of marketing communication.
28. Explain the role of today's health care industry.
29. Discuss the challenges in health care today.
30. Discuss the strategies adopted by health care service.

### **ESSAY TYPE QUESTIONS (10 MARKS)**

31. Discuss the importance of tourism marketing.
32. Explain the various sectors of tourism.
33. Discuss the various strategies adopted to attract foreign tourist.
34. Discuss any five effective higher education marketing strategies.
35. State any five elements for successful marketing of education sector.
36. Discuss the role of marketing in hospitality services.
37. Explain the process of deciding the marketing communication mix.
38. Explain the purpose of marketing communication.
39. How is health care different from other industries?
40. Explain the importance of health care marketing.