



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)

Department of Management Studies

QUESTION BANK

SERVICES MARKETING (22MBA242B)

SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)

(SERVICE MARKETING)

QUESTION BANK

II MBA / IV - SEMESTER

REGULATION: R22



SITAMS



BY

FACULTY INCHARGE : DR. VISWA KIRAN H,
PROFESSOR

DEPARTMENT : DEPARTMENT OF MANAGEMENT STUDIES



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II MBA IV Semester

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22MBA242B SERVICES MARKETING

Course Educational Objectives (CEOs):

CEO1: To provide basic knowledge on services, traits and services marketing.

CEO2: To impart knowledge on Customer Expectations of service

CEO3: To impart knowledge on Pricing & Promotion strategies for services.

CEO4: To provide knowledge on promotion of services.

CEO5: To make understand about Marketing plans for services.

UNIT-I: Understanding Services Marketing: Introduction, Characteristics of services, Goods vs services, services mix- 7p's, role of services in the modern economy, Classification of services, marketing services Vs. Physical services.

UNIT-II: Customer Expectations of Service: Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers' service expectations, Customer defined service standards.

UNIT-III: Pricing & Promotion Strategies for Services: Service pricing, establishing monetary pricing objectives, foundations of pricing, pricing and demand, putting service pricing strategies into practice.

UNIT-IV: Service Promotion: The role of marketing communication. Implication for communication strategies, marketing communication mix.

UNIT- V: Marketing Plans for Services: The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitory marketing planning and services..

Course Outcomes:

On successful completion of the course the student will be able to,		POs related to COs
CO1	Outline the basic concepts services, differentiate product with services and types of services.	PO1, PO2, PO4, PO7, PSO1, PSO2
CO2	Analyze and act to the customer service expectations.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
CO3	Apply Pricing & Promotion strategies for services.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2



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CO4	Apply the knowledge in the area of service promotion.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
CO5	Apply the knowledge gained on Marketing plans for services.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2

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Question No.	Questions	PO Attainment
Unit – I: Understanding Services Marketing		
PART-A (Two Marks Questions)		
1	Define service marketing	PO1, PO2, PO4, PO7, PSO1, PSO2
2	Explain importance of service marketing	PO1, PO2, PO4, PO7, PSO1, PSO2
3	Compare goods and services	PO1, PO2, PO4, PO7, PSO1, PSO2
4	List out types of characteristics of services	PO1, PO2, PO4, PO7, PSO1, PSO2
5	Give few examples of services	PO1, PO2, PO4, PO7, PSO1, PSO2
6	Importance of e services	PO1, PO2, PO4, PO7, PSO1, PSO2
7	What are the basis for classification services	PO1, PO2, PO4, PO7, PSO1, PSO2
8	List 7 p's of service mix	PO1, PO2, PO4, PO7, PSO1, PSO2
9	list factors that affect the growth of services	PO1, PO2, PO4, PO7, PSO1, PSO2
10	Write about of role of service development in India	PO1, PO2, PO4, PO7, PSO1, PSO2
PART-B (Ten Marks Questions)		
1	What is the nature and importance of services? Explain in detail.	PO1, PO2, PO4, PO7, PSO1, PSO2
2	What are the functions of service marketing? Elaborate	PO1, PO2, PO4, PO7, PSO1, PSO2
3	Differentiate goods and services with examples	PO1, PO2, PO4, PO7, PSO1, PSO2
4	What do you mean by service marketing mix? Give detail explanation	PO1, PO2, PO4, PO7, PSO1, PSO2
5	Describe the characteristics of services	PO1, PO2, PO4, PO7, PSO1, PSO2
6	Discuss the classification of services in detail	PO1, PO2, PO4, PO7, PSO1, PSO2
7	Explain the emergence of E services	PO1, PO2, PO4, PO7, PSO1, PSO2
8	Elucidate the factors influencing the growth of services	PO1, PO2, PO4, PO7, PSO1, PSO2
9	What is the role of services in national scenario?	PO1, PO2, PO4, PO7, PSO1, PSO2
10	What is the role of services in international scenario?	PO1, PO2, PO4, PO7, PSO1, PSO2



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Question No.	Questions	PO Attainment
Unit – II : Customer Expectations of Service		
PART-A (Two Marks Questions)		
1	List the types of expectations	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	Define Service expectations	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	List the steps factors that influence customer expectations	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	Highlight few Issues in involving customers' service expectations	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
5	Define the Customer defined service standards.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
PART-B (Ten Marks Questions)		
1	Do understanding Service expectations required by the marketer? Elaborate	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	Describe types of service expectations by the customers	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	Explain in detail factors that influence customer expectations	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	Describe Customer defined service standards.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2

Question No.	Questions	PO Attainment
UNIT – III: Pricing strategies and Promotion		
PART-A (Two Marks Questions)		
1	What is service pricing?	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	List the monetary pricing objectives	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	What are the foundations of pricing	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	List the types of price discrimination	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
5	List some common pricing strategies	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
6	Highlight the issues in service pricing strategies into practice	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
PART-B (Ten Marks Questions)		
1	Explain the significance of service pricing	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	Write a note on establishing monetary pricing objectives	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	What are the factors considered foundations of pricing? Explain with examples	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	Describe the relationship between pricing and demand	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
5	Describe how to put service pricing strategies into practice	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2



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Question No.	Questions	PO Attainment
UNIT – IV: Service promotion		
<u>PART-A (Two Marks Questions)</u>		
1	Define service promotion	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	Define marketing communication?	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	List the elements in marketing communication mix?	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	What is the need for service promotion?	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
<u>PART-B (Ten Marks Questions)</u>		
1	What are the factors considered for positioning services? elaborate	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	Describe the importance of marketing communication	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	What are the functions of marketing communication? elaborate	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	Explain about marketing communication mix with explanation	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
5	Differentiate the merits of each element of promotion mix with other elements	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2

Question No.	Questions	PO Attainment
Unit – V : Marketing Plans for Services		
<u>PART-A (Two Marks Questions)</u>		
1	List the steps in marketing planning process .	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	Define strategic contest .	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	List the steps in strategic contest.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	Define situation review.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
5	What is marketing strategy formulation?	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
6	What is resource allocation ?	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
7	What is the need for monetary marketing planning ?	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
<u>PART-B (Ten Marks Questions)</u>		
1	Do services require marketing planning? Elaborate.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
2	List out the steps involved in marketing planning process with explanation.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
3	Explain in detail strategic context in service marketing	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
4	Describe marketing strategy formulation	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
5	Define the role of situation review.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2
6	Resource allocation play a key in marketing planning process ?comment	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2



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