

Reg. No.:



Name:

University of Kerala

U9324

Second Semester FYUGP Degree Examination, April 2025

Multi-Disciplinary course

MANAGEMENT

UK2MDCMGT102 - SERVICE MARKETING

Academic Level: 100-199

Time: 1 Hour

Max. Marks: 28

Part A ,4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Recall marketing mix element that refers to the way a service is delivered to customers. Options : A)Place B)Process C)Product D)Promotion	RE	2
2	In service marketing, behavioural segmentation is based on: Options : A)Customer lifestyles and interests B)Customer actions, usage rates, and brand loyalty C)Physical location of customers D)Customer age and gender	RE	4
3	The "Product" in a service marketing mix refers to: Options : A)The physical goods associated with the service B)The service itself, including its design and features C)The price paid for the service D)The location of the service	UN	1
4	Market segmentation is the process of dividing a market into distinct groups of _____ Options : A)Employees B) Competitors C)Customers with similar needs D)Random individuals	UN	4

Part B ,8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	Briefly discuss the significance of 'Process' in service marketing.	UN	1
6	Briefly discuss the STP strategy in the marketing of services.	UN	4
7	Identify any two changes required in public transport service in Kerala to enhance its service quality.	AP	2
8	Identify any two components of SERVQUAL model	AP	1

Part C ,16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV)/Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) An automobile company is launching an electric vehicle. Apply promotional strategies to educate consumers and create demand. OR B) Develop a pricing strategy for a tourism business which provides holiday trips.	AP	2, 1
10	A) Analyse the relationship between income levels of customers and the demand for luxury services. OR B) Examine the key factors affecting employee performance in service delivery	AN	4, 3
11	A) Evaluate the scope of tourism services in Kerala. OR B) Evaluate the effectiveness of customization in service quality.	EV	2, 1
12	A) Imagine that you are a manager of a travel management company. Develop a tour package plan and adapt bundle pricing.	CR	2, 1

Qn No.	Question	CL	CO
	OR B) Construct a chart showing classification of services with examples.		