

**SRM VALLIAMMAI ENGINEERING COLLEGE**  
**(An Autonomous Institution)**  
SRM Nagar, Kattankulathur – 603 203

**DEPARTMENT OF MANAGEMENT STUDIES**

**QUESTION BANK**

**III SEMESTER**

**PBA105 – SERVICE MARKETING**

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**Prepared by**

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**UNIT – I - INTRODUCTION**

**SYLLABUS: Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services – Need for service marketing and growth in Services Marketing – Challenges and Issues in Services Marketing.**

<b>PART- A</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Define Service Economy.	Remembering	Level 1	CO1
2.	What are the characteristics of Services?	Understanding	Level 1	CO1
3.	Define Services.	Remembering	Level 1	CO1
4.	List out the dimensions of service quality.	Understanding	Level 2	CO1
5.	What is meant by expected service quality?	Understanding	Level 2	CO1
6.	What are the goals of service quality management?	Remembering	Level 1	CO1
7.	State the difference between goods and services.	Remembering	Level 1	CO1
8.	What is Services Marketing triangle?	Remembering	Level 1	CO1
9.	List the stages in the evolution of services marketing.	Understanding	Level 1	CO1
10.	What is heterogeneity?	Remembering	Level 1	CO1
11.	What are the problems due to inseparability?	Remembering	Level 1	CO1
12.	Identify the reasons for the growth of service economy.	Understanding	Level 2	CO1
13.	Suggest any four suitable bases for segmenting services market.	Understanding	Level 2	CO1
14.	Differentiate the internal marketing and interactive marketing.	Understanding	Level 2	CO1
15.	What are the unique characteristics of services?	Remembering	Level 1	CO1
16.	Briefly mention the reasons for the growth of the service economy.	Remembering	Level 1	CO1
17.	What are the implications of inseparability?	Understanding	Level 2	CO1
18.	What are the problems due to heterogeneity?	Remembering	Level 1	CO1
19.	How do you overcome difficulties due to heterogeneity?	Understanding	Level 2	CO1
20.	What are the problems due to perishability?	Remembering	Level 1	CO1

21.	State the differences between goods and services.	Remembering	Level 1	CO1
22.	Identify one example of “Association” used to overcome problem of intangibility in services.	Understanding	Level 2	CO1
23.	List ways to overcome the problem of variability in services.	Remembering	Level 1	CO1
24.	Mention any two essential customer service behaviors.	Understanding	Level 2	CO1
25.	State the significance of service marketing in industrial development.	Understanding	Level 2	CO1

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	"The need and variety of services would depend on economic and social factors". Illustrate this view point with examples.	Analyzing	Level 4	CO1
2.	How do the strategies for marketing services differ from those for marketing physical products, and what are the implications of these differences for service providers?	Applying	Level 3	CO1
3.	Explain the classification of services and the method of marketing mix strategies for each classification of services.	Applying	Level 3	CO1
4.	Establish the upcoming concept and difficulties and challenges in service marketing?	Analyzing	Level 4	CO1
5.	Explain the Factors contributing to the growth of service sector.	Applying	Level 3	CO1
6.	Summarize the major trends that influence the marketing of services.	Analyzing	Level 4	CO1
7.	How can marketing help in coping up with the challenges posed by these trends?	Applying	Level 3	CO1
8.	Analyze the potential impacts of defining the service scope too broadly versus too narrowly on a company's ability to adapt to market changes and customer needs. How might these impacts differ between a service-oriented business and a product-oriented business?	Analyzing	Level 4	CO1

9.	Evaluate the major issues and challenges of service marketing in India.	Analyzing	Level 4	CO1
10.	Service Marketing faces vast reality problems – Justify your answer with example.	Applying	Level 3	CO1
11.	Write about evolution and growth of service sector in India.	Analyzing	Level 4	CO1
12.	What roles does customer plays in managing the quality of services? Explain with example.	Analyzing	Level 4	CO1
13.	Why is service industry important to the economy? Evaluate the Central Government efforts to facilitate the growth of service	Applying	Level 3	CO1
14.	In which category would you put the following services? Give reasons also: - A day care Centre for children - Chartered Bus service - Tele Shopping A Home repair and maintenance service	Analyzing	Level 4	CO1
15.	Explain different types of demand to avoid perishability.	Analyzing	Level 4	CO1
16.	With tangibility and intangibility on either ends of continuum, can you identify services which can be classified along this continuum? Select one of these services utilized by you as an individual, as a family, and as an organization.	Applying	Level 3	CO1
17.	Evaluate the effectiveness of various strategies used to overcome the key challenges in services marketing, such as managing service quality variability and ensuring customer satisfaction. Consider factors like implementation feasibility, cost, and impact on customer loyalty. Which strategies provide the best overall solution, and why?	Applying	Level 3	CO1

## UNIT – II – SERVICE MARKETING OPPORTUNITIES

### SYLLABUS:

Assessing service market potential – Classification of services – Expanded marketing mix – Service Marketing - Environment and trends – Service market segmentation, strategies in targeting and Positioning.

<b>PART- A</b>				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is meant by Market Targeting?	Remembering	Level 1	CO2
2.	How will you fulfill customer expectations?	Understanding	Level 2	CO2
3.	Differentiate customer expectation and customer perception behavior.	Remembering	Level 1	CO2
4.	How services segmentation is differed from goods marketing segmentation?	Remembering	Level 1	CO2
5.	What is meant by market opportunities?	Understanding	Level 2	CO2
6.	What is meant by perceptions of services?	Remembering	Level 1	CO2
7.	What is services market segmentation?	Remembering	Level 1	CO2
8.	What are the determinants of customer behavior in service market?	Understanding	Level 2	CO2
9.	What is meant by customer expectations?	Remembering	Level 1	CO2
10.	What are the factors determining market selection?	Remembering	Level 1	CO2
11.	What are the fastest growing services sectors in India?	Understanding	Level 2	CO2
12.	What are the components of services marketing mix?	Remembering	Level 1	CO2
13.	Define mental stimulus processing.	Remembering	Level 1	CO2
14.	Why service product branding is difficult?	Remembering	Level 1	CO2
15.	What are the different services sectors available in India?	Remembering	Level 1	CO2
16.	Write down the importance of assessing service market potential.	Remembering	Level 1	CO2
17.	Define Target market.	Remembering	Level 1	CO2

18.	List out any four suitable bases for segmenting service market	Remembering	Level 1	CO2
19.	What is zone of tolerance?	Remembering	Level 1	CO2
20.	Distinguish between core and peripheral services	Understanding	Level 2	CO2
21.	Why service product branding is difficult?	Understanding	Level 2	CO2
22.	Define Marketing Mix.	Remembering	Level 1	CO2
23.	What are the classifications of services?	Understanding	Level 2	CO2
24.	Define the term external Marketing Environment.	Understanding	Level 2	CO2
25.	What is the need for additional three Marketing Mix elements.	Understanding	Level 2	CO2

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Explain the method of assessing the service marketing opportunities and the customer expectations. (Assume any of your choice of service).	Applying	Level 3	CO2
2.	Analyze the factors considered for the segmenting and targeting the service market for the aviation industry.	Analyzing	Level 4	CO2
3.	Classify the basic steps in market segmentation? What specific challenges exist for service organizations when it comes of segmentation?	Applying	Level 3	CO2
4.	Explain briefly the significance of people-based attributes of the service product.	Analyzing	Level 4	CO2
5.	Distinguish the differences between perceptions of services quality and customer satisfaction.	Applying	Level 3	CO2
6.	Write the factors influencing buyer characteristics.	Applying	Level 3	CO2
7.	What are the levels and patterns of service market segmentation? Evaluate how combining psychographic and behavioral segmentation could enhance the effectiveness of a marketing strategy for a luxury spa service.	Analyzing	Level 4	CO2

8.	How will you segment service markets? Describe in detail.	Analyzing	Level 4	CO2
9.	What are customer expectations and perceptions of services? Discuss.	Applying	Level 3	CO2
10.	Develop a flow chart to depict the delivery of the following Services: I. Hotel catering II. Banking	Analyzing	Level 4	CO2
11.	Explain the steps for choosing target market segmentation.	Analyzing	Level 4	CO2
12.	Explain Branding and Packaging of Services. Analyze how the branding of a high-end restaurant differs from that of a fast-food chain. What factors contribute to these differences?	Analyzing	Level 4	CO2
13.	Evaluate the key factors a company should consider before targeting a niche market. How would these factors impact the decision-making process and overall strategy?	Applying	Level 3	CO2
14.	Explain the elements of Traditional and Expanded marketing mix.	Analyzing	Level 4	CO2
15.	Enumerate the various targeting strategy. Discuss the guidelines for selecting target market.	Analyzing	Level 4	CO2
16.	Analyze the positioning strategies of two competing brands in the smartphone industry. What are their key differences and similarities?	Analysing	Level 4	CO2
17.	Assess the risks and benefits of repositioning a traditional retail brand to appeal to a more digital-savvy audience. What would be your criteria for evaluating the success of this repositioning?	Applying	Level 3	CO2

**UNIT – III – SERVICE DESIGN AND DEVELOPMENT**

**SYLLABUS:**

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring Service quality – SERVQUAL – Service Quality function development.

<b>PART- A</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	What do you mean by Service Blueprinting?	Remembering	Level 1	CO3
2.	Define service scape?	Remembering	Level 1	CO3
3.	What are the physical evidence in services marketing mix?	Understanding	Level 2	CO3
4.	List out the needs of blue printing in services marketing.	Understanding	Level 2	CO3
5.	Identify the levels of Service Product?	Understanding	Level 2	CO3
6.	Define the term Competitive differentiation of Services?	Remembering	Level 1	CO3
7.	Define service life cycle?	Remembering	Level 1	CO3
8.	List out the objectives of Service Life Cycle.	Remembering	Level 1	CO3
9.	Write a note on the significance of Service blueprinting.	Understanding	Level 2	CO3
10.	What are the determinants of quality?	Remembering	Level 1	CO3
11.	What are the applications of bench marking	Remembering	Level 1	CO3
12.	Define SERVQUAL	Understanding	Level 2	CO3
13.	Define service recovery?	Remembering	Level 1	CO3
14.	What are the service recovery strategies?	Remembering	Level 1	CO3
15.	Define the term relationship marketing?	Understanding	Level 2	CO3
16.	What is the focal point of quality of a service?	Remembering	Level 1	CO3
17.	Who is called emotional labor?	Understanding	Level 2	CO3
18.	Classify the three categories of properties consumer products?	Understanding	Level 2	CO3
19.	How do search qualities influence a consumer's ability to evaluate a service before purchase?	Understanding	Level 2	CO3

20.	What are the methods to achieve quality of services?	Remembering	Level 1	CO3
21.	Describe the width of tolerance zone.	Understanding	Level 2	CO3
22.	Define SQFD	Remembering	Level 1	CO3
23.	What is the GAP 4 of GAP model of service quality	Understanding	Level 2	CO3
24.	List the main components of the GAP Model.	Remembering	Level 1	CO3

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Explain the concept of Core service, Supplementary service and delivery process.	Applying	Level 3	CO3
2.	Explain the service design model adopted in any service industry of your choice.	Analyzing	Level 4	CO3
3.	Explain the stages of Service life cycle. Highlight the different strategies for different stages.	Applying	Level 3	CO3
4.	What is service positioning? Analyze how the dimensions of service quality can be used for positioning strategies.	Analyzing	Level 4	CO3
5.	What is customer focused pricing. Analyze the pricing strategies involved in cellular services industry.	Analyzing	Level 4	CO3
6.	Explain the role played by physical evidence in a service firm.	Applying	Level 3	CO3
7.	Analyze the stages in new service development process.	Analyzing	Level 4	CO3
8.	Evaluate the effectiveness of a comprehensive service quality improvement program implemented by a hospitality chain. What criteria would you use to assess its success, and how would you determine whether the program meets the company's strategic objectives?	Analyzing	Level 4	CO3
9.	Explain the service design model adopted in any service industry of your choice.	Applying	Level 3	CO3
10.	Give a detailed explanation of GAP Model.	Analyzing	Level 4	CO3
11.	Analyze the effects of the Knowledge Gap and Delivery Gap on customer satisfaction in a retail environment.	Analyzing	Level 4	CO3

12.	Explain the concept of tolerance zone. Give perspectives of quality.	Analyzing	Level 4	CO3
13.	Justify the influence of service characteristics on QFD. Explain the Deployment of QFD.	Applying	Level 3	CO3
14.	Explain briefly the SERVQUAL model with its applications.	Analyzing	Level 4	CO3
15.	Evaluate the Critical Incident Model. Write its significance.	Applying	Level 3	CO3
16.	Explain the process and tools of QFD	Analyzing	Level 4	CO3
17.	Design a comprehensive plan for implementing the SERVQUAL model to improve service quality in a chain of luxury hotels. What specific steps and measures would you include to address the dimensions of SERVQUAL and ensure effective application?	Analyzing	Level 4	CO3

## UNIT – IV – SERVICE DELIVERY AND PROMOTION

### SYLLABUS:

Positioning of services – Designing service delivery System, Service Channel – employee role in service delivery – Pricing of services, methods – Service marketing triangle – Managing Demand and Supply of Service - Integrated Service marketing communication.

### PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Outline relationship Marketing.	Remembering	Level 1	CO4
2.	Outline service process.	Remembering	Level 1	CO4
3.	Explain the impact of information technology in service delivery.	Remembering	Level 1	CO4
4.	Define interactive marketing.	Remembering	Level 1	CO4
5.	What is meant by a service recovery in services marketing?	Remembering	Level 1	CO4
6.	State the impact of technology in delivering services.	Remembering	Level 1	CO4
7.	What are the basics to be considered while selecting a channel?	Understanding	Level 2	CO4
8.	What is internal marketing?	Remembering	Level 1	CO4
9.	List out the types of people involved in services.	Understanding	Level 2	CO4
10.	What are the components of Service process?	Remembering	Level 1	CO4
11.	How does blue print differ from service map?	Understanding	Level 2	CO4
12.	What is product retention index?	Understanding	Level 2	CO4
13.	What are the components of a service?	Understanding	Level 2	CO4
14.	What is service environment?	Remembering	Level 1	CO4
15.	Name three fastest growing services in India?	Remembering	Level 1	CO4
16.	What are the components of integrated service management?	Remembering	Level 1	CO4
17.	What is external marketing?	Remembering	Level 1	CO4
18.	What are the difficulties in pricing services? What are the factors determining the price of a service?	Remembering	Level 1	CO4

19.	List two pricing methods used by a service organization?	Remembering	Level 1	CO4
20.	What are the various customers-oriented pricing methods in service marketing?	Remembering	Level 1	CO4
21.	What do you mean by positioning of services?	Remembering	Level 1	CO4
22.	Define the concept of services pricing.	Understanding	Level 2	CO4
23.	Define IMC.	Understanding	Level 2	CO4
24.	State the concept of public relations and word-of-mouth	Remembering	Level 1	CO4

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Develop the ways and means of customer relations management to be practiced for retail shops.	Applying	Level 3	CO4
2.	Explain how the "Service Quality Delivery" in financial products IS improved by technology. Illustrate with examples.	Analyzing	Level 4	CO4
3.	What is the role of CRM in delivering customer relationship strategy? Explain with suitable examples.	Applying	Level 3	CO4
4.	Explain the level of complexity and divergence service and their impact on service process.	Analyzing	Level 4	CO4
5.	Explain the guidelines for managing service communication.	Analyzing	Level 4	CO4
6.	How will you design communication mix for promoting services? Explain.	Applying	Level 3	CO4
7.	Evaluate the significance of services process.	Analyzing	Level 4	CO4
8.	What are the sources of desired and adequate service expectation?	Analyzing	Level 4	CO4
9.	Explain the categories in the decision making and evaluation process of services.	Applying	Level 3	CO4
10.	Explain the steps involved in developing a positioning strategy. Evaluate the differentiation strategies in services.	Applying	Level 3	CO4

11.	Establish the role of employees, customer and intermediaries in service.	Applying	Level 3	CO4
12.	Explain the service marketing Triangle.	Analyzing	Level 4	CO4
13.	Highlight the steps involved in the process of personnel selling. Explain the role in service marketing.	Analyzing	Level 4	CO4
14.	How would you apply demand and supply management strategies to a new online education service to ensure a balance between customer demand and service capacity?	Applying	Level 3	CO4
15.	Analyze the components of a service delivery system for a healthcare clinic. How do these components interact to ensure effective patient care?	Applying	Level 3	CO4
16.	Evaluate the effectiveness of addressing both desired and adequate service expectations in a subscription-based streaming service. What criteria would you use to determine success?	Analyzing	Level 4	CO4
17.	How would you apply the Service Marketing Triangle to improve communication between the company, employees, and customers in a new hotel service?	Applying	Level 3	CO4
18.	Evaluate the impact of integrating multiple service channels (e.g., mobile app, website in-person) on customer service quality for a financial services company. What criteria would you use to determine the success of this integration?	Analyzing	Level 4	

**UNIT – V – SERVICE STRATEGIES**

**SYLLABUS:** Service Marketing Strategies for Health and Education – Hospitality – Tourism Financial and Banking – Logistics – Entertainment – Public utility – Information Technology – Marketing of Online Services – Marketing of Professional Services.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Define Green Marketing.	Remembering	Level 1	CO5
2.	What do you mean by Tourism Marketing?	Understanding	Level 2	CO5
3.	Define Entertainment Service.	Understanding	Level 2	CO5
4.	Define health care marketing.	Remembering	Level 1	CO5
5.	Identify any four challenges in hospitality marketing.	Understanding	Level 2	CO5
6.	Who is called entertainment marketer? What are the skills required for the entertainment marketer?	Understanding	Level 2	CO5
7.	Write about the Airline product?	Understanding	Level 2	CO5
8.	Explain the factors affecting tourism industry?	Remembering	Level 1	CO5
9.	What is health care service?	Remembering	Level 1	CO5
10.	What are the public utility services?	Remembering	Level 1	CO5
11.	What is meant by marketing strategy?	Understanding	Level 2	CO5
12.	List out the advantages of Information Technology.	Remembering	Level 1	CO5
13.	What is the impact of technology in delivering services?	Remembering	Level 1	CO5
14.	What are the factors affecting logistics industry?	Understanding	Level 2	CO5
15.	What are the service marketing strategies for tourism industry?	Remembering	Level 1	CO5
16.	What is internal marketing?	Remembering	Level 1	CO5
17.	Distinguish between hard and soft standards.	Remembering	Level 1	CO5
18.	What are the various writing services?	Understanding	Level 2	CO5
19.	Define service delivery.	Remembering	Level 1	CO5
20.	Identify the elements of service package for hotel.	Understanding	Level 2	CO5
21.	Give the classifications of financial services	Understanding	Level 2	CO5

22.	What is the marketing of travel services?	Remembering	Level 1	CO5
23.	How do service strategies like personalized banking and digital banking improve customer experience in financial services?	Understanding	Level 2	CO5
24.	Define e-service.	Remembering	Level 1	CO5

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Explain the scope and functions of service marketing strategy for tourism industry.	Analyzing	Level 4	CO5
2.	Develop a marketing mix and marketing strategies for a financial services company.	Applying	Level 3	CO5
3.	Name three examples of public utility services and list one marketing strategy used by each.	Applying	Level 3	CO5
4.	Examine the role of publicity and personal selling in promoting tourism business.	Analyzing	Level 4	CO5
5.	Explain the market for educational services and the marketing approach of an educational institution.	Analyzing	Level 4	CO5
6.	Prepare a detailed marketing plan for a hospital proposed to serve the low-income group and want to make a profit.	Applying	Level 3	CO5
7.	Explain the significance of segmentation in the banking services.	Analyzing	Level 4	CO5
8.	Develop an appropriate marketing mix model for hotel services.	Applying	Level 3	CO5
9.	How will you formulate service marketing strategy for hospitality industry? Explain in detail.	Applying	Level 3	CO5
10.	Measure the impact of privatization and globalization in educational services in India.	Analyzing	Level 4	CO5
11.	Evaluate the importance of different IT service types in the context of a multinational corporation. What criteria would you use to assess their impact on organizational performance and strategic initiatives?	Applying	Level 3	CO5
12.	Analyze the key strategies used in the marketing of IT services. How do these strategies address the unique challenges of the IT industry, such as rapid technological change and high competition?	Analyzing	Level 4	CO5

13.	Explain the marketing of public utility services in detail.	Applying	Level 3	CO5
14.	Explain the nature and types of e-services. Focus the importance of e-services?	Analyzing	Level 4	CO5
15.	Evaluate the effectiveness of different marketing strategies for a music festival. What criteria would you use to assess their impact on ticket sales and audience engagement?	Applying	Level 3	CO5
16.	Analyze the impact of reputation management on the success of a legal firm's marketing strategy. What factors contribute to building a strong reputation?	Analyzing	Level 4	CO5
17.	Discuss the methods of pricing the services and trace the scope and challenges involved in pricing the services.	Applying	Level 3	CO5
18.	Explain the factors affecting a pricing policy of services.	Applying	Level 3	CO5