

**GUJARAT TECHNOLOGICAL UNIVERSITY****B.VOC - SEMESTER- VI EXAMINATION – SUMMER 2024****Subject Code: 1162204****Date:21-05-2024****Subject Name: Service Marketing****Time:10:30 AM TO 12:30 PM****Total Marks:50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

- Q.1** (a) What do you mean by Service? Discuss the Features of Service. **05**  
 (b) Discuss the Types of Services. **05**
- Q.2** (a) Discuss the difference between Product & Service. **05**  
 (b) Explain the Service Marketing Mix in detail. **05**
- OR**
- (b) Discuss the Importance of Service Sector in India. **05**
- Q.3** (a) Discuss The Pre-Purchase Stage, Service Encounter Stage & Post Service Stage Of Service Consumption. **05**  
 (b) Explain the Zone of Tolerance. **05**
- OR**
- Q.3** (a) Explain the flower of service with Diagram. **05**  
 (b) Discuss the GAP Model. **05**
- Q.4** (a) What do you mean by New Service Development? Discuss the process of it. **05**  
 (b) Discuss the Core services with examples. **05**
- OR**
- Q.4** (a) What do you mean by Service Pricing? Discuss the different methods of Pricing. **05**  
 (b) Discuss the Branding of Services. Also discuss the benefit of Branding. **05**
- Q.5** (a) What do you mean by Service Distribution? Discuss the level of Distribution channel. **05**  
 (b) If you are a Marketing Manager of ABC Event Management, Plan your own Promotion Strategy. **05**
- OR**
- Q.5** (a) Write a note on Franchising & Electronic Channels. **05**  
 (b) What do you mean by Service Promotion? Discuss the methods of Promotion. **05**

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