

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-VI EXAMINATION – SUMMER 2025

Subject Code:1162204

Date:16-05-2025

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 Importance Of Service Sector In India. **05**
- Q.2** (a) Discuss The Difference Between Product & Service. **05**
(b) Discuss The Types Of Services With An Example. **05**
- OR**
- (b) If You Are A Marketing Manager Of ABC Hotels. Design Your Service Marketing Mix Strategies. **05**
- Q.3** (a) Explain The Zone Of Tolerance With An Example. **05**
(b) Explain The Pre-Purchase Stage, Service Encounter Stage & Post Service Stage Of Service Consumption. **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 With Suitable Example. **05**
(b) Discuss The Supplementary Services With Examples. **05**
- OR**
- Q.4** (a) What Do You Mean By Service Pricing? Discuss The Importance Of Service Pricing. **05**
(b) Why Branding Of Service Is Necessary? Discuss In Detail. **05**
- Q.5** (a) What Do You Mean By Service Distribution? Discuss The Different Types Of Distribution Channel. **05**
(b) If You Are A Marketing Manager Of ATOZ Food, Plan Your Own Digital Marketing Strategy. **05**
- OR**
- Q.5** (a) Discuss The Franchising & Electronic Channels With Example. **05**
(b) What Do You Mean By Service Promotion? Discuss The Methods Of Service Promotion. **05**
