



SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

UNIT TEST – 1 (September 2020)

School: School of Retail Management

Program: BBA Retail Management

Course Name: Product and Service Strategy

Course Code:RETL501 Sem: V

Duration: 1 Hr.

Total Marks: 30

Instructions for Students:

1. ALL questions are compulsory
 2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date
 3. Upload your answers on Google Classroom well before time
 4. Submissions later than the time mentioned will not be accepted.
 5. Figures to the RIGHT indicate the marks
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Q 1. A) State whether the following are TRUE or FALSE (5 Marks)

- 1) Service Marketing has additional 4 Ps - People, Process, Physical evidence and Proposals.
- 2) Differentiation means that a firm's Service strategy is different from its competitor's mix.
- 3) Increase in leisure time is one of the reasons behind the growth of service industries.
- 4) Services do not contribute to the economy as they do not result in net increase in wealth.
- 5) Service strategies are focused on product sales and not on social responsibility.

Q 1. B) Match the following - (5 Marks)

- 1) Creating Customer Delight – A) Results in specialised persons to render the service
- 2) Service Outsourcing - B) More likely it is that it can be performed remotely
- 3) Service expectation - C) Physical evidence
- 4) Tangible aspects of Service - D) Is the aim of Service Marketing
- 5) Less personal the service - E) Differs from Customer to Customer

Q 2. Answer both the questions-

- A) How is Service Marketing different from Product Marketing? (5 Marks)
- B) What are the types and importance of “add on services” extended to the customers by a Car Dealer in his showroom? (5 Marks)

Q 3. You are the Manager of a 4 star Hotel with facility of Rooms, Banquet Hall, Spa-Pool-Health Centre, Restaurant, Coffee Shop, Cake Shop and Shopping area. (10 Marks) How would you ensure best service levels and Customer satisfaction in your operations?
