

23BAT324 – Services Marketing

Question bank

Two-Mark Questions:

1. Define the term service.
 2. What is meant by a service economy?
 3. Differentiate between goods and services.
 4. What is the Nature of Service Act?
 5. List any two unique characteristics of services.
 6. What is meant by intangibility in services?
 7. Explain the term perishability in services.
 8. What do you mean by inseparability of services?
 9. How does heterogeneity impact service quality?
 10. What are the different classifications of services?
 11. Give an example of a people-processing service.
 12. What is a possession-processing service?
 13. Define information-based services with an example.
 14. What is the role of technology in the service economy?
 15. How does service simultaneity affect delivery?
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16-Mark Questions:

1. Explain the concept of services and discuss the growth of the service economy.
2. Compare and contrast goods and services with suitable examples.

3. Explain the Nature of Service Act and its significance in service operations.
4. Discuss the unique characteristics of services with real-life examples.
5. Elaborate on the various classifications of services and provide relevant examples.
6. Analyze how the service economy influences modern businesses.
7. Explain the role of intangibility, inseparability, heterogeneity, and perishability in service management.
8. Discuss the impact of technological advancements on service delivery.
9. How do businesses manage service perishability and heterogeneity? Explain with strategies.
10. Compare people-processing, possession-processing, and information-based services with examples.