Q.1. Choose the correct option:

(i) The customer delight is a function of many components:
   (a) Unexpectedly high levels of performance
   (b) Arousal (surprise or excitement)
   (c) Being happy or joyful
   (d) All of the above

(ii) The incentives offered to the customers and intermediaries to stipulate quicker or greater purchase is known as _________.
   (a) Sales promotion
   (b) Process focus
   (c) Selling point
   (d) All of the above

(iii) Which of these would be the highest in experience attributes:
   (a) Haircut
   (b) Perception
   (c) Loyalty
   (d) All of the above

(iv) Demographic segmentation includes:
   (a) Age
   (b) Gender
   (c) Marital status
   (d) All of the above
(v) Which of the following stages of family life cycle includes:
(a) Similar phases
(b) Bachelorhood
(c) Discovery
(d) None of the above

(vi) VALS is an acronym for:
(a) Value addition
(b) Value and living
(c) Values and Lifestyles
(d) None of the above

(vii) If an individual buys a car for his/her own comfort and enjoyment, it is associated with ________needs.
(a) Extrinsic needs
(b) Intrinsic needs
(c) None of the above
(d) A and B both

(viii) _________ are needs that we learn in response to our culture or environment. This may include needs for self-esteem, prestige, power etc.
(a) Motivation
(b) Learning
(c) Acquired needs
(d) None of the above

(ix) Consumer behaviour comprise of the entire spectrum of activities and processes which individual engage in while:
(a) Buying of the goods and services
(b) Using of the goods and services
(c) Disposing of the goods and services
(d) All of the above

(x) Groups that a person refers to, and identifies with, to the extent that the group becomes a norm or standard is known as _________:
(a) Health club
(b) Primary group
(c) Reference group
(d) None of the above
Q.2. Explain the following (any two):
   (a) Process
   (b) Physical evidence
   (c) Customer delight

(2x5=10)

Q.3. Write short notes on the following (any two):
   (a) Zone of tolerance
   (b) Moments of truth
   (c) Word-of-mouth communication

(2x5=10)

Q.4. Define the role of technology in changing the nature of customer service and service offerings leading to a major shift in the consumer behaviour.

(10)

Q.5. “A service is rented rather than owned”. Explain what does this statement means and use examples to support your answer?

(10)

Q.6. Explain the hospitality-related service elements and how does the quality of hospitality services offered by a firm plays an important role in determining customer satisfaction.

(10)

Q.7. Comment on the importance of tourism industry. Choose a tourism promotion for a city, region, state or country and discuss the media used, target audience and the benefits the destination offers.

(10)

Q.8. Elaborate the expanded Marketing Mix for services. Discuss why each of the three new Marketing Mix is included and how each of these communicate or help to satisfy organisation’s customers?

   OR

Elaborate technology’s critical impact on the Gaps Model of the Service Quality. Explain with examples.

(10)
Q.9. Out of the three status-related-variables i.e. Occupation, Education and Income, which would be the most appropriate segmentation basis for:
(a) Expense vacation
(b) Fat-free foods

OR

(a) Smart phones
(b) Health clubs

(5+5=10)

Q.10. Define Culture and Sub-culture. How the cultural values can be a basis of market segmentation for Clothing and Accessories?

OR

Mention five stages of family life cycle. Which stage constitutes the most suitable marketing segment (s) for the following:
(a) Kitchen appliances
(b) Mutual funds

(5+5=10)

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