



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce & Business Economics
A Government Approved Hindi Linguistic Minority Institute
54 Years of Sterling Performance in Education

NOTICE

Date: 20/8/ 2026

This is to inform all FYBBI students that the **internal assessment for the course SERVICE MARKETING (10 marks)** will be on the following criteria:

1. **Mandatory class test for 10 marks (conducted in the month of August, 2026).**
2. **1 project for 10 marks to be submitted on:**
 - a) **2nd September, 2026 for division B during lecture timings.**
 - b) **7th September, 2026, for division A during lecture timings.**
3. **Instructions for Assignments:**
 - a) Students have to be present in person for the submission of their assignment
 - b) Submission of assignment to be done on A4 size ruled paper ONLY. **The entire assessment must be handwritten by the student himself in legible handwriting** and stapled together in a booklet format.
 - c) **The Front page (top right hand side) should contain details:**
Name of the student
Roll no.
Class and Division
Semester
Course (Subject)
Date
Name of the assignment.
 - d) Assignment must be of minimum 5 pages.
4. **If the student fails to present himself on the given date and time for submission of project and assignment he/ she will be marked ABSENT for the said submission and no further chance will be given.**

CA Durgesh Y. Kenkre
Coordinator
DI/N-STD/GEN/00

Ms. Subhashini Naikar
Vice Principal (SFC)

Prof. (Dr.) D.N. Ganjewar
Principal

ASSIGNMENT QUESTIONS

ATTEMPT ANY 3 QUESTION FORM EACH MODULE

Module 1: Introduction to Services

1. Define services and explain the nature, characteristics, and scope of services with suitable examples.
2. Discuss the growth of the service sector and explain the major reasons responsible for its rapid growth.
3. Explain the various characteristics of services. How do these characteristics make service marketing different from product marketing?
4. Describe the classification of services. Explain the major categories with suitable examples.
5. Explain the need and importance of service marketing in the modern business environment.
6. Discuss the 7 Ps of Service Marketing and explain the importance of each element with suitable examples.
7. Explain the concept of the service sector and discuss the different service sectors such as banking, insurance, tourism, healthcare, education, and hospitality.
8. Explain the nature, growth, and scope of services and discuss their contribution to economic development.
9. Discuss the importance of marketing of banking services. Explain the major marketing strategies used by banks to attract and retain customers.
10. Explain marketing in the insurance sector. Discuss the challenges and strategies involved in marketing insurance services.

Module 2: Consumer Behavior in Service Marketing

11. What are customer expectations in services? Explain the major factors that influence customer expectations.
12. Explain the concept of service costs experienced by consumers. Discuss the different types of costs that customers may experience while purchasing services.
13. Discuss the role of customers in service delivery. Explain how customer participation can influence service quality.
14. Explain the concept of conflict handling in service marketing. Discuss various methods that organizations can use to handle customer conflicts effectively.
15. What are customer responses to services? Explain the different ways customers may respond to satisfactory and unsatisfactory service experiences.
16. Explain the concept of delivering quality service. Discuss the major factors that organizations should consider for providing high-quality services.
17. What is Customer Delight? Explain its importance and discuss different strategies that organizations can use to delight their customers.
18. Explain the benefits of customer relationships in service marketing. How can strong customer relationships help an organization achieve long-term success?
19. What are gaps in service retention strategies? Explain the major reasons for customer switching and suggest suitable strategies for improving customer retention.
20. Discuss the relationship between customer expectations, service quality, customer delight, and customer retention. Explain how these factors contribute to long-term customer relationships.