

English Exam: Form 1

Exercise 01:

State whether the following statements are true or false: (5pts)

- A. External marketing covers the Physical evidence; People & Process.
- B. In service marketing mix, distribution agents must be treated as People factor.
- C. 7Ps can't help throughout the process from strategy formulation to implementation.
- D. Interactive marketing describes the employees' skill in serving the client.
- E. Waiting halls are one of the Place factors.
- F. In service marketing benefits are mostly driven by promotion & distribution.
- G. Staffs acts can be treated as Physical Evidence.
- H. 7P' s framework doesn't have any variable addressing issues related to productivity.
- I. Internal marketing involves training and motivating employees to serve customers well.
- J. Service marketing is done for company given benefits which can be seen, touched and felt.

Exercise 02:

Fill in the blanks using following words: (8pts)

costs - standard - interacting - external service marketing - promotion - pricing - singular - product - transaction

- K. recommends the promotion of services through various traditional techniques like pricing, product, and purchasers.
- L. Service brand must be treated as factor.
- M. Market skimming and are classified under elements.
- N. Physical Evidence includes the physical environment where takes place.
- O. One of the service marketing disadvantages is that product is mentioned in but not all the companies sell products in isolation.
- P. Service cost rather varies from service to service and so, there is no range of cost for the customers to choose from.
- Q. Internal service marketing focuses on the of a service within the company.
- R. Interactive marketing involves the employees with the customers in order to promote the services of their company.

Exercise 03:

(7pts)

Service marketing mix adoption - especially extra three elements - generates a number of disadvantages and complications, Discuss.

Good Luck

English Exam: Form 1 - Solutions

Exercice 01: (5pts)

- A. External marketing covers the Physical evidence; People & Process. **F**
- B. In service marketing mix, distribution agents must be treated as People factor. **F**
- C. 7Ps can't help throughout the process from strategy formulation to implementation. **F**
- D. Interactive marketing describes the employees' skill in serving the client. **T**
- E. Waiting halls are one of the Place factors. **F**
- F. In service marketing benefits are mostly driven by promotion & distribution. **F**
- G. Staffs acts can be treated as Physical Evidence. **T**
- H. 7P's framework doesn't have any variable addressing issues related to productivity. **T**
- I. Internal marketing involves training and motivating employees to serve customers well. **T**
- J. Service marketing is done for company given benefits which can be seen, touched and felt. **F**

Exercice 02: (8pts)

- K. **External service marketing** recommends the promotion of services through various traditional techniques like pricing, product, and purchasers.
- L. Service brand must be treated as **product** factor.
- M. Market skimming and **costs** are classified under **pricing** elements.
- N. Physical Evidence includes the physical environment where **transaction** takes place.
- O. One of the service marketing disadvantages is that product is mentioned in **singular** but not all the companies sell products in isolation.
- P. Service cost rather varies from service to service and so, there is no **standard** range of cost for the customers to choose from.
- Q. Internal service marketing focuses on the **promotion** of a service within the company.
- R. Interactive marketing involves the employees **interacting** with the customers in order to promote the services of their company.

Exercice 03: (7pts)

Service marketing mix adoption generates a number of disadvantages and complications due to following reasons:

- More complicated due to incorporation of extra 3Ps;
- 7Ps framework doesn't have any variable addressing issues related to productivity;
- Product is mentioned in singular but not all the companies sell products in isolation.