

Vimukta Jati Seva Samitee's

**Gramin (Arts, Comm. & Science) Mahavidyalaya Vasantnagar**

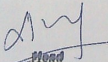
**Department of Commerce**

**Add-on/Certificate Course**

**Name of the Course: Service Marketing**

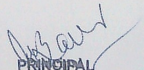
**Admission List Year: 2018-19**

Sr. No.	Name of the students	Signature of the students
1.	Panchal Bhagavat Bhujang	पंचाव भागवत
2.	Ladde Gajanan Balaji	Ladde
3.	Ku. Mukkavar Kajal Sunil	कुमकुवळ काजल सुनील
4.	Deshmukh Shivsamb Madhavrao	Deshmukh
5.	Ku. Pedewar Mayuri Arun	Mayur P
6.	Trimale Sanjay Devidas	Sanjay
7.	Moralwar Gangadhar Sainath	Moralwar
8.	Ku. Gonare Aishwarya Lingram	Gonare
9.	Bamne Gajanan Venkatrao	Bamne
10.	Chavan Pralhad Uttam	Chavan
11.	Hotte Shrinivas Sambhaji	Hotte
12.	Karadkhele Vishal Balaji	Vishal
13.	Kundgir Pandurang Narayan	Kundgir



Dept. Of Commerce

Gramin Mahavidyalaya Vasantnagar  
Department of Commerce  
Tq. Mukhed Dist. Nanded



PRINCIPAL

Gramin (Arts,Comm. & Science)  
Mahavidyalaya,Vasantnagar (Kol.)  
Tq. Mukhed Dist.Nanded (M.S)

VimuktaJati Seva Samitee's  
**Gramin (Arts, Comm. & Science) Mahavidyalaya Vasantnagar**

Kotgyl, Tq. Mukhed Dist. Nanded

**Department of Commerce**

**Add –on Certificate Course in Service Marketing**

**Academic Year 2018-19**

Certificate course in commerce stream are helpful to student who are looking for a bright career in the field. This course gives additional knowledge and skills that are necessary for the job in the market. Here is the list of certificate courses in commerce stream along with Duration, Eligibility and intake capacity

Name of the course	Duration	Eligibility	Intake	Year
Certificate Course in Service Marketing	30 hrs	10+2	20	2018-19

**Course Name: Services Marketing**

**Objectives:**

- To understand distinctive Features of services and key element in service marketing.
- To provide insight into ways to improve service quality and productivity.
- To understand marketing of different services in Indian context.

**Outcomes:**

We owe a great deal to the service managers, service professionals, researchers and scholars who developed the field of service marketing. We also owe gratitude to the service excellence firms that broadened and enriched the field of service marketing.

### Opportunities:

Here are the various career opportunities you can avail in service industries like Flipcart, OLA cab, ICICI Bank, HDFC bank, Bharati Airtel, IRCTC, Myntra, Amazon, Marriott, Taj, Telenor etc.

### Fees:

Unpaid course.

### Certificate Details:

Certificate course will be given to the student by Gramin (ACS) Mahavidyalaya Vasantnagar.

### Course contents:

#### Chapter 1: Introduction of Services Marketing

- ✓ Service Marketing Concept, Distinctive Characteristic Of Services, Services Marketing Triangle, Purchase Process For Services, Marketing Challenges Of Services,
- ✓ Role Of Services In Modern Economy. Services Marketing Environment

#### Chapter 2: Key Elements of Services Marketing Mix

- ✓ The service product, pricing mix, promotion and communication Mix,
- ✓ Place/Distribution of Service, People. Physical Evidence, Process Services Mapping- Flow Charting.

#### Chapter 3: Managing Quality Aspect of Services Marketing

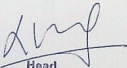
- ✓ Improving Service Quality and Productivity
- ✓ Service Quality- GAP Model, Bench-Marketing, Measuring Service Quality- Zone Of Tolerance And Improving Service Quality
- ✓ The SERVQUAL Model.

#### Chapter 4: Marketing of Services

- ✓ International and Global Strategies in Services Marketing: Services in Global Economy - Moving from Domestic to Transnational Marketing,
- ✓ Recent Trend in Marketing of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education IT, And Entertainment Industry.

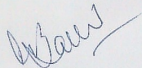
#### Reference Books:

- 1) Service Marketing, Dr. Nishikant Jha, Dr. Jay Prakash Verma & Prof. RimiMoitra, Himalaya Publishing House.
- 2) Service Marketing, Rajeev Bansal, SBPD Publication.
- 3) Service Marketing, Dr. R. Kalyankumar, R Rama Suganya& N. Karthigai Selvi, Charulata Publication.



Head

Dept. Of Commerce  
Gramin Mahavidyalaya Vasantnagar  
Tq. Mukhed Dist. Nanded



PRINCIPAL

Gramin (Arts, Comm. & Science)  
Mahavidyalaya, Vasantnagar (Kot.  
Tq. Mukhed Dist. Nanded (M.S)

**Gramin (ACS) Mahavidyalaya Vasantnagar**

**Department of Commerce**

**CERIFICATE COURSE**

Course Name : **Service Marketing (2018-19)**

Examination Month : Feb. 2019

Hours : 1 Hour

Max. Mark: 50

Note: All questions are compulsory and carry equal marks.

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1) In PEST analysis, P represents \_\_\_\_\_.

A. Political

C. Promotion

B. Place

D. Principle

2) Consumer of a Bank comes under which of the following environment?

A. External

C. Indirect

B. Internal

D. All of these

3) \_\_\_\_\_ is a form of marketing business that provide a service to their customers use to increase brand awareness and sales.

A. Digital Marketing

C. Consumer

B. Service Marketing

D. None of these

4) All of the following example of services except:

A. Hospitality

C. Healthcare

B. Banking

D. Computer Software

5) Distinct characteristics of service is \_\_\_\_\_.

A. Intangibility

C. Variability

B. Inseparability

D. Perishability

6) Which of the following does not contribute to Predicted Service?

A. Word of mouth

C. Personal needs

B. Past experience

D. Implicit service promises

7) \_\_\_\_\_ extended the GAPs Model by \_\_\_\_\_ GAPs.

A. ArashShahin

C. Arash Shahin

B. Dwayne D Gremler

D. Dwayne D Gremler;

8) Service Marketing Follow in \_\_\_\_\_.

- A. Tourism, C. Healthcare,
- B. Hospitality D. All of these

9) Who formulated the SERVQUAL Scale?

- A. Zeithmal and Bitner C. Zeithmal, Parsuraman and Bitner
- B. Zeithmal and Berry D. Zeithmal, Parsuraman and Berry

10) \_\_\_\_\_ is the amount that consumer will be willing to pay for a product.

- A. Rent C. Price
- B. Loan. D. None of these

11) Which is not Pricing Strategy?

- A. Cost-Plus Pricing C. Penetrating Pricing
- B. Cheap Pricing D. Skimming Pricing

12) Fixing the right price for services offered is difficult because of \_\_\_\_\_.

- A. perishability. C. inseparability
- B. heterogeneity. D. intangibility.

13) Which of the following is not a evidence of service as experienced by the customer?

- A. People C. Procedure
- B. Process D. Physical Evidence

14) Which of the following is not tangible dominant?

- A. Detergent C. Automobiles
- B. Investment management D. Soft drinks

15. The ability of the service provider to accurately perform the promised service is Referred to as: -

- A. Assurance C. Reliability
- B. Responsiveness D. Tangibles

16) \_\_\_\_\_ is the combination of tangible and intangible elements.

- A. Product C. Promotion
- B. Price D. Place

17) The term \_\_\_\_\_ was first used by Neal Borden in 1953.

- A. Product Mix C. Marketing Mix
- B. Service Mix D. All of these



18) "Every business is a service business" who quoted this sentence.

- A. Gary Hamel
- B. Ravi Shankar
- C. Philip Kotler
- D. Henry Feyol

19) Which is the following product is an example of intangible dominant?

- A. Insurance
- B. Farming
- C. Mining
- D. Teaching

20) \_\_\_\_\_ Strategies are the methods and procedure companies employ to determine the rate they charge for their goods and services.

- A. Product
- B. Pricing
- C. Place
- D. All of these

21) The third steps of Cost Based pricing is to \_\_\_\_\_.

- A. Design a Product
- B. Determined cost of the product
- C. Set Price Based on cost
- D. Convenience buyer about products value

22) The third steps of Value Based pricing is to \_\_\_\_\_.

- A. assess needs of customer
- B. set targets price
- C. Determine incurred cost
- D. Design Product

23) The company will face low sales and low markups if company sets its prices.

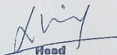
- A. too high
- B. too Low
- C. too discounted
- D. none of the above

24) If the company provides products or services less than its cost then the company will \_\_\_\_\_.

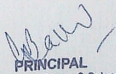
- A. get more loss
- B. get more Profits
- C. get more discounts
- D. Both A & B

25) \_\_\_\_\_ pricing strategy involves offering a new product or service at a low initial price to gain customer attention.

- A. Cost-Plus
- B. Skimming
- C. Penetration
- D. None of these



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PRINCIPAL  
Gramin (Arts, Comm. & Science)  
Mahavidyalaya, Vasantnagar (Kot.  
Tq. Mukhed Dist. Nanded (M.D

List of Students studying in certificate course in Life Skill development

Name of the students	Signature
1. Ibitbr P.M.	<u>P. Ibitbr</u>
2. Shaikh R.N.	<u>R.N. Shaikh</u>
3. Waghmare V.	<u>V. Waghmare</u>
4. Surywanshi P.	<u>P. Surywanshi</u>
5. Jadhav D.A.	<u>D.A. Jadhav</u>
6. Chapule V.	<u>V. Chapule</u>
7. Bandewad T.B.	<u>T.B. Bandewad</u>
8. Kailase V.V.	<u>V.V. Kailase</u>
9. Kailase K.B.	<u>K.B. Kailase</u>
10. Gite M.S.	<u>M.S. Gite</u>
11. Kondalwade A.G.	<u>A.G. Kondalwade</u>
12. Solanke S.B.	<u>S.B. Solanke</u>
13. Swami M.S.	<u>M.S. Swami</u>
14. Kendre G.V.	<u>G.V. Kendre</u>
15. Waghmare D.D.	<u>D.D. Waghmare</u>
16. Sonkamble M.S.	<u>M.S. Sonkamble</u>
17. Ruikar D.B.	<u>D.B. Ruikar</u>
18. Jadhav V.G.	<u>V.G. Jadhav</u>
19. Rapanwad M.L.	<u>M.L. Rapanwad</u>
20. Dhanwade A.B.	<u>A.B. Dhanwade</u>
21. Sonkamble K.S.	<u>K.S. Sonkamble</u>
22. Rathod A.H.	<u>A.H. Rathod</u>
23. Ibir A.G.	<u>A.G. Ibir</u>
24. Kalyankar T.J.	<u>T.J. Kalyankar</u>
25. Shingrputle A.B.	<u>A.B. Shingrputle</u>
26. Waghmare R.S.	<u>R.S. Waghmare</u>




**Gramin (ACS) Mahavidyalaya, Vasantnagar,**

**Tq. Mukhed Dist. Nanded**

**An Introduction to Soft Skill Development**

**Syllabus**

1. **Personal Skills** : Knowing one self – confidence building strengths – thinking creatively - Personal values – time and stress management.
2. **Social Skills** : Appropriate and contextual use of languages non-verbal communication interpersonal skills – problem solving.
3. **Personality Development** : Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body languages.
4. **Presentation skills** : Group discussion – mock discussion using video recording – Public speaking.
5. **Personal Skills** : Organisational skills – team work business and technical correspondence – job oriented skills – professional etiquettes.

  
Principal  
Gramin (Arts, Comm. & Science)  
Mahavidyalaya Vasantnagar Kolgya  
Tq. Mukhed, Dist. Nanded

**Certificate course in**  
**"An introduction of soft skill development"**

**Academic Year 2018-19**

**Department of English**

### **Introduction**

Certificate course in life skills development is intended to help students to develop their personal and social skills which include critical and lateral thinking, self-awareness mindfulness and self-esteem, management of stress and anger decision making goal setting and time management civic skills and social responsibility, cultural awareness and respecting diversity and gender roles. It will also help them to be digitally literate through the acquisition of knowledge of computer security, Network safety, online transaction and search MOOCs and their utility. P2P Networking and so on.

The acquisition of these skills will enable students to develop their abilities for adaptive and positive behaviour so as to deal effectively with the demands and the challenges of everyday life.

### **Aims of the Course**

1. Developing personal and social skills in learners.
2. Creating gender awareness.
3. Developing skills for individuals and group activities.
4. To provide an opportunity for realising one's potential through practical experience.

### **Objective of the course**

1. To assist the learners for smooth transition from student life into the world of work.
2. To develop the skills necessary for understanding one self and the sociocultural group.
3. To help the learners choose the best way so fulfilling their time, efforts and mental energies.

4. To provide training in skills required to find understand evaluate, create, and communicate digital information a wide variety of formal.
5. To make the learners able to use diverse technologies appropriately and effectively to retrieve information interpret results and judge the quality of that information.
6. To develop interpersonal skills and adopt good leadership behaviour for empowerment of self and others. To set appropriate goals, manage stress and time effectively.

#### **Course Duration**

The duration of the course will be 30 clock hours.

#### **Fee Structure.**

The course will be totally unpaid – No fees.

#### **Eligibility.**

Any student of the college can enrol for this course as the eligibility criteria for the course will be passing 12<sup>th</sup> standard exam with English, as one of the languages.

#### **Evaluation Process.**

After successful completion of the teaching of 30 clock hours, the students will be evaluated. There will be a multiple-choice questions exam of 50 marks. The question paper will consist of 25 MCQs carrying two marks each student should secure minimum 40% marks to qualify the examination.

The end examination will be in offline mode

#### **Prescribed books**

1. Personality development and soft skills cold Edition by Baron k. Mitra.
2. "Soft skills – Enhancing Employability: connecting campus with corporation" by M.S. Rao.
3. Communication and soft skill development (first Edition).
4. Soft Skill Training: A workbook to develop skills for employment by Frederick H. Went.

*Signature*  
Principal  
Sri Sri Muthu College of Arts & Sciences  
Chennai  
Sri Sri Muthu College of Arts & Sciences  
Chennai

Gramin ACS Mahavidyalaya, Vasantnagar Kotgyl

Tq. Mukhed Dist. Nanded

Department of English

Question Paper Year 2018-19

Name of Paper : Soft Skill Development

Time : 01 Hour

Max. Marks : 50

- 1) The foremost skill required for learning a language is .....  
A) writing skill B) reading skill C) speaking skill D) listening skill
- 2) The primary scale to acquire knowledge about everything the world  
A) reading skill B) writing skill C) listening skill D) speaking skill
- 3) It is a psycho linguistic guessing game  
A) reading B) writing C) listening D) learning
- 4) Understanding written text means  
A) Reading comprehension B) extracting the required information  
C) understand writers meaning D) both a and b
- 5) Seeding is a process is .....  
A) encoding B) Codification C) decoding D) none of above
- 6) Men work on the land are  
A) cultivator B) gardener's C) shaped D) all of the above
- 7) A person who dig out stone for building and roads and laying a bed for railway lines  
A) quarry man B) miners C) diggers D) both b and c
- 8) Shopkeepers come under the category of  
A) movers B) manufactures C) helpers D) makers
- 9) Spectroscopes instrument is used by  
A) Doctors B) Engineer C) Astronomers D) Astronauts

- 10) listening process involves  
 A) processing the data      B) reconstructing the data  
 C) giving meaning to the data      D) all the above
- 11) The oldest form of communication  
 A) writing      B) speech      C) reading      D) symbolic
- 12) The big step forward in communication is  
 A) speaking      B) reading      C) writing      D) none of the above
- 13) The writing styles are determined by the..... matter  
 A) topic      B) object      C) subject      D) field
- 14) Communication is basically.....  
 A) talking      B) writing      C) signing      D) all of the above
- 15) The general categories of communication are.....  
 A) speech writing      B) printing      C) electronic communication  
 D) all of the above
- 16) Common kinds of narrative skills are.....  
 A) how to do something      B) how something works  
 C) Both A and B      D) arrange the information properly
- 17) We have to utter the sentence in ..... and pay attention to the ..... of the language spoken  
 A) appropriate manner fluency  
 B) appropriate context cultural aspect  
 C) social aspect appropriate context  
 D) all of the above
- 18) The .. and.....is also helpful for the listener to understand the meaning  
 A) tone behaviour      B) pitch, attitude      C)tone attitude      D) tone intensity
- 17) ..... Involves processing and reconstructing the data but . ..... is letting the sounds beat your ear drums.



- A) listening, hearing      B) hearing, listening      C) casual listening, focused listening  
D) none of the above
- 18) Require several skills for quickening .... And.....
- A) knowledge wisdom      B) knowledge information  
C) information experience      D) all of the above
- 19) Reading skill improves our..... and .....
- A) learning skills speaking skills      B) learning skills communication  
C) learning ability communication skills      D) all of the above
- 20) Select the correct plural form of the given noun
- A) goose- geese      B) dwarf- dwarfed      C) belief- believes      D) cargo- cargos
- 21) A .....is short concise coming up of any material either auditory or written
- A) concise      B) precise      C) summary      D) all of the above
- 22) .....is concerned with marking and identifying items people and events
- A) reference      B) conjunctions      C) lexical replacement  
D) all of the above
- 23) Babar was a wife king who ruled India identify the proper
- A) king      B) India      C) Babur      D) wise king
- 24) Group of words which forms part of sentence and contains a subject and predicate is called...
- A) clause      B) phrase      C) gambit      D) idioms
- 25) Certain factors required in the construction of
- A) unity      B) order      C) variety      D) all of the above.