

Roll No. ....

Total Pages : 3

**343302**

**December, 2019**  
**MBA - III SEMESTER**  
**Service Marketing (MB/MM 209)**

Time : 3 Hours]

[Max. Marks : 75

**Instructions :**

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART - A**

1. Briefly explain the following :

- |                                 |       |
|---------------------------------|-------|
| (a) Service encounters          | (1.5) |
| (b) Self service technologies   | (1.5) |
| (c) Service blueprint           | (1.5) |
| (d) Services marketing triangle | (1.5) |
| (e) Service guarantee           | (1.5) |
| (f) Competition based pricing   | (1.5) |

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- (g) Zone of Tolerance with reference to customer expectation of services (1.5)
- (h) Importance of physical evidence in services (1.5)
- (i) Classification of services (1.5)
- (j) Customer defined service standards (1.5)

### **PART - B**

2. Explain in detail various characteristics of services comparing them with goods? What challenges these characteristics of services pose for service marketers? Also explain services from the aspect of marketing mix. (15)
3. How GAPs model can act as a useful framework for understanding service quality in an organization? Describe the various dimensions of service quality. Also describe how service quality is related to customer satisfaction. (15)
4. Explain the stages in new service development process. Also explain the various types of new services. (15)
5. Which elements of the marketing communication mix you would use for each of the following (a) newly launched online grocery store (b) An established restaurant facing declining patronage because of new competitors. (15)

6. Discuss the types of actions that customer may take in response to a service failure. Explain various service recovery strategies a company may use in case of service failure. (15)

7. Write short note on :

(a) Consumer behavior in services. (7.5)

(b) Customers' role in service delivery. (7.5)

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