

YMCAUST, May 2018
MBA 3rd SEMESTER
Service Marketing (MBA/M 210)

Time: 3 Hours

Max. Marks:60

- Note: 1. It is compulsory to answer all the questions (2 marks each) from Part -1. Answer all questions of Part-1 in short.
2. Answer any four questions (10 marks each) from Part -2 in detail.
3. Different parts of the same question are to be attempted adjacent to each other.

PART -1

- Q1 (a) Challenges of Service Marketing (2)
(b) Classification of Services (2)
(c) Service Marketing Mix (2)
(d) Service Guarantee (2)
(e) Service Encounters (2)
(f) Measurement of Customer Satisfaction (2)
(g) Customer defined service standards (2)
(h) Servicescape (2)
(i) Self Service Technology (2)
(j) Delivering service through electronic channels (2)

PART -2

- Q2 Explain the concept of Service Marketing. Services have distinctive characteristics that make the services different from products. Explain. Also explain how addition three Ps pose challenge to marketer (10)
- Q3 (a) Explain the service life cycle taking example from telecom sector. (5)
(b) How the customer can respond to the service failure? Explain the concept of Service recovery. (5)
- Q4 Why marketer feels it is necessary to measure service quality? Explain the various dimensions of SERVQUAL. How GAP model is helpful in measurement of service quality gaps? (10)
- Q5 "Employees are brand and organization in the customer's eyes." Comment on the statement." (10)
- Q6 Explain the various stages of new service development. (10)
- Q7 (a) Explain the concept of service blueprinting. (5)
(b) What are the important points that should be considered while pricing the services? (5)
