

Roll No. ....

Total Pages : 3

**243301**

**May, 2019**

**MBA - III SEMESTER**

**SERVICES MARKETING (MBA/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. (a) Define Service marketing. (1.5)
- (b) Discuss classification of services. (1.5)
- (c) What do you understand by service encounters. (1.5)
- (d) Write different dimensions of service quality. (1.5)
- (e) How pricing strategies are framed by service industries. (1.5)
- (f) List out the cause of service quality gaps. (1.5)
- (g) Write a short note on the importance of physical evidence in service marketing. (1.5)

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- (h) What is role of employees in service delivery. (1.5)
- (i) What are customer defined service standards. (1.5)
- (j) What is service scape. (1.5)

**PART-B**

- 2. (a) In what way distribution of services different from goods ? Identify few services that can be distributed electronically and discuss challenges involved in it. (10)
- (b) Write a shot note on consumer behaviour in services. (5)
- 3. (a) Write a detail note on services marketing mix. (5)
- (b) Discuss the unique challenges in marketing of services. (10)
- 4. Discuss GAP Model and SERVQUAL scale for the measurement of service quality. (15)
- 5. (a) What is the importance of Customer perceptions of Service. (5)
- (b) Write notes on :
  - (i) Service failure and recovery.
  - (ii) Service Guarantees. (10)

- 6. (a) Discuss the concept of service blueprinting. (5)
- (b) Discuss the stages in new service development. (10)
- 7. Discuss Integrated Services Marketing Communication. (15)