

Roll No.

Total Pages : 3

701303

December 2022

MBA- III SEMESTER

Services Marketing (MS-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 intermediaries. (1.5)
 - (b) Characteristics of services. (1.5)
 - (c) Reasons for growth of services. (1.5)
 - (d) Customer defined service standards. (1.5)
 - (e) Physical evidence of services. (1.5)
 - (f) Service employees. (1.5)
 - (g) Demand based pricing of services. (1.5)

701303/130/111/54

499 [P.T.O.

- (h) Service recovery. (1.5)
 (i) Service encounters. (1.5)
 (j) Challenges in service design and development. (1.5)

PART-B

2. (a) What are self service technologies (SSTs)? How SSTs help organizations to serve customers more efficiently? (7.5)
 (b) What are the various tools used for promotion of services? Discuss the need for integrated services marketing communications. (7.5)

3. (a) Briefly discuss the process of new service development. (7.5)
 (b) Explain the various steps involved in service blueprint preparation. (7.5)

4. How GAP model can be used to measure the service quality gaps? Explain the various dimensions of SERVQUAL. (15)

5. (a) What are the unique challenges in marketing of services? (7.5)
 (b) How services can be classified? (7.5)

- 6 (a) What do you understand by service guarantee? What are the various benefits of service guarantee? (7.5)
 (b) Discuss various types of new services. (7.5)

7. Write short note on :

- (a) Service marketing mix. (7.5)
 (b) Role of customers in service delivery. (7.5)