

December 2022

MBA (Executive)- III SEMESTER
Services Marketing (MBA (E)/ 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.

<u>PART -A</u>			
		Briefly explain the following	
Q1	(a)	Consumer behaviour	(1.5)
	(b)	7Ps of services marketing mix	(1.5)
	(c)	Service quality	(1.5)
	(d)	Service guarantee	(1.5)
	(e)	Servicescape	(1.5)
	(f)	Service blueprinting	(1.5)
	(g)	Self service technologies	(1.5)
	(h)	Types of complainers	(1.5)
	(i)	Challenges in electronic distribution of services	(1.5)
	(j)	Unique challenges in marketing of services	(1.5)
<u>PART -B</u>			
Q2	(a)	Explain in detail various characteristics of services comparing them with goods? What challenges these characteristics of services pose for service marketers?	(10)
	(b)	Discuss the concept of service leadership. Also discuss its importance.	(5)
Q3	(a)	What do you understand by service failure and service recovery? As per researchers, "A good recovery can turn angry, frustrated customers into loyal ones.....can, in fact, create more goodwill than if things had gone smoothly in the first place." So should a company firstly create problem in service and then fix the problem superbly? Also explain the various service recovery strategies that a company may use in case of service failure.	(10)
	(b)	Discuss the factors that may influence customer satisfaction.	(5)
Q4	(a)	Explain the various types of new services.	(7.5)
	(b)	Explain the significance of physical evidence in services.	(7.5)
Q5		Discuss in detail the role of employees, customers and intermediaries in services.	(15)

Q6	(a)	What are service encounters? Discuss various types of service encounters.	(7.5)
	(b)	What can the various possible bases for classifying services? Do you think classification of services can help in developing better marketing strategy? How?	(7.5)
Q7		Write short note on	
	(a)	Pricing of services	(7.5)
	(b)	Customer defined service standards	(7.5)
