

Services Marketing (18MBA-304A)

Total Marks : 15

Time: 1 Hour

Q1. Answer ALL the following briefly (compulsory): (1 x 5)

- a) Remote encounter
- b) Physical evidence
- c) Service Blueprint
- d) RATER
- e) Service Recovery Paradox

Answer any two questions from the following: (2.5 x 2)

Q2. Explain various approaches for pricing of services?

Q3. How can you manage demand and capacity? Explain various methods briefly.

Q4. Explain the Gaps Model of Services marketing with proper examples.

Long Question. Answer any one (5 marks)

Q5. What is the difference between relationship marketing and transaction marketing? How relationship marketing is helpful in service marketing?

Q6. Imagine yourself as a tour & travel operator located at Bhubaneswar. Formulate a marketing strategy and explain it with pros & cons.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2017-19)

CLASS TEST - II

Services Marketing (MNG-305A)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

I. Explain the following terms :

[5x1=5]

1. Remote encounter
2. Physical evidence
3. Service Blueprint
4. Full form of RATER
5. Service Recovery Paradox

II. Answer any two questions :

[2.5x2=5]

1. Explain various approaches for pricing of services?
2. How to manage demand and capacity? Write any 10 methods, Do not explain.
3. Explain the Gaps Model of Services marketing with proper examples.

III. Answer any one question :

[5 Marks]

4. What is the difference between relationship marketing and transaction marketing?
What are the different relationship marketing strategies in services?
5. How are Tourism services marketed?



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2016-18)

CLASS TEST - II

Services Marketing (MNG-305A)

Total Marks : 15

Time: 1 Hour

INSTRUCTIONS

- *This paper will have an everlasting impact on you, but do complete it in 1 hour*
 - *It is natural to feel that there are many better students better than me in this examination room. Do not validate that feeling by looking in their answer sheets. (SIMPLY PUT – DO NOT COPY)*
 - *Writing the exam is a test of what you have got in the classes till now and not what you hope to get out of writing. Leave that to your Professor.*
 - *Enjoy writing the paper from the heart, as if you and the paper are one.*
 - *This is your Moment of Truth and your answer is your Physical evidence*
 - *It is great to have choices in life but all questions are compulsory in Q1.*
 - *Don't get nervous..... It is not a nuclear weapon of mass destruction*
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(Answer as per the instruction given in each question)

I. Explain the following terms :

[5x1=5]

1. Remote encounter
2. Physical evidence
3. Service Blueprint
4. Full form of RATER
5. Service Recovery Paradox

II. Answer any two questions :

[2.5x2=5]

1. An integration of internal marketing and external marketing is necessary to perform interactive marketing effectively. Discuss
2. How to manage demand and capacity? Write any 10 methods, Do not explain.

III. Answer any one question :

[5 Marks]

1. Explain Service recovery and strategies for service recovery.
2. Explain various approaches for pricing of services?



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2015-17)

CLASS TEST - II

Services Marketing (MNG-305A)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

I. Explain the following terms :

[0.5x10=5]

1. Remote encounter
2. Physical evidence
3. Service Blueprint
4. Full form of RATER
5. Service Recovery Paradox

II. Answer any two questions :

[2.5x2=5]

1. An integration of internal marketing and external marketing is necessary to perform interactive marketing effectively. Discuss
2. How to manage demand and capacity? Write any 10 methods, Do not explain.
3. Briefly explain relationship development strategies for service organisations.

III. Answer any one question :

[5 Marks]

1. Explain the Gaps Model of Services marketing with proper examples.
2. Explain various approaches for pricing of services?