Registration No :				9											
Total Number of Pages : 02 MBA															
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	3 rd Semester Regular / Back Examination: 2021-22 SERVICE MARKETING														
	BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (A & M), MBA (M & F), MM														
	Time : 3 Hour														
Max Marks: 100															
	Q. Code : OF542														
	Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.														
	The figures in the right hand margin indicate marks.														
Part-I															
Q1		Answer the following	a aue	stion	s:	Part	-1							(2×10)	
	a)	Contrast and compare				cal go	ods a	ind se	ervice	s fror	n mar	keting	3	(=	
		perspective.													
		What are the 7p's in s		mar	keting	mix?	258			258			258	25	
	c) d)	What is services cape? What is customer life time value?													
	e)	State the concept of e-CRM and its applications in service industry.													
	f)	What is interactive ma			ito ap	phod		001	1100 1	iiuuoi					
	g) Write the process of new service development.														
	h)	Explain the concept of						ce ma	rketir	ng.					
	 i) State the five determinants of service quality. j) What is Moment of Truth from customer perspective? 								250						
	j) 58	what is woment of th	uth ire	SHPEL	istom	er pe	rspec	live?		258			258		
						Part-									
Q2		Only Focused-Short Twelve)	Ans	wer	Type	Que	stion	ıs- (Ansv	wer A	Any E	ight	out of	(6 × 8)	
	a)	Discuss the various f India?	actor	s influ	uencir	ng the	tran	sform	ation	of se	ervice	econ	omy in		
	b) 258	What do you mean be marketing? 258	y sen	vice c	quality	? Dis	cuss 258	the S	SERV	QUAI 258	_ mod	del in	service 258	. 2	
	c)	Define and elaborate	the fiv	e ga	os of	servic	e qua	ality?							
d) Discuss the major characteristics of the e-services provided															
		steps/precautions sh					tak	e to	ensu	ıre e	ffectiv	ve cu	istomer		
	e)	relationship and custo What do you mean b					Die	01100	tho v	oriou	a tuna	oc of	convice		
	6)	encounters?	by se	VICE	enco	unter	י טוסי	cuss	the v	anou	s type	35 UI	Service		
	f)	What are the vital rela	tions	hips i	n a se	ervice	triand	ale?							
	g)8														
	h)	Elaborate the three types of channel conflicts and how to avoid these conflicts?													
3	i)	Prepare an exhaustive marketing research questionnaire for drawing responses													
	j)	from the customers of private Airlines in order to improve its service quality.													
	1/	What are the three basic price structures and difficulties associated with usage for services? Discuss the service pricing strategies for four customer definitions of													
		value.													
	k) 258	State the implications of service characteristics in financial sector with suitable													
example.															
	I)	Explain the different ty	pe of	inter	media	ary in	servi	ce dis	stribut	tion c	nanne	91?			
	181														

Part-III

Q3 Q4 Q5	258	Only Long Answer Ty Explain the process of Overnight Stay Hotel. Formulate an effective How does custome segmentation strategy' Explain the complexitit distribution of goods?	rpe Questions (A) f service blue pr 258 service marketing r experience es in distribution Identify few service	inting? Design 258 Ing strategy with versus inexp In of services a vices that can	the service blue 258 an special emphasiserience affect	s on STP. marketing erent from	(16) (16)	258	
Q6	258	and discuss the challenges involved in it. 258 258 258 Explain the benefits to a company of having an effective service recovery strategy. Explain the types of actions that customers can take in response to a service failure. As a manager would you want to encourage your customers to be voicers? If so, how?							
	258	258	258	258	258	258		258	
	258	258	258	258	258	258		258	
	258	258	258	258	258	258		258	
3	258	258	258	258	258	258		258	
	258	258	258	258	258	258		258	