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MBA
18MBA304A

3rd 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 questions : (2 × 10)

- a) Contrast and compare between physical goods and services from marketing perspective.
- b) What are the 7p's in service marketing mix?
- c) What is services cape?
- d) What is customer life time value?
- e) State the concept of e-CRM and its applications in service industry.
- f) What is interactive marketing?
- g) Write the process of new service development.
- h) Explain the concept of zone of tolerance in service marketing.
- i) State the five determinants of service quality.
- j) What is Moment of Truth from customer perspective?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 × 8)

- a) Discuss the various factors influencing the transformation of service economy in India?
- b) What do you mean by service quality? Discuss the SERVQUAL model in service marketing?
- c) Define and elaborate the five gaps of service quality?
- d) Discuss the major characteristics of the e-services provided in India. What steps/precautions should the e-marketer take to ensure effective customer relationship and customer satisfaction?
- e) What do you mean by service encounter? Discuss the various types of service encounters?
- f) What are the vital relationships in a service triangle?
- g) State the importance of relationship marketing in service sector?
- h) Elaborate the three types of channel conflicts and how to avoid these conflicts?
- i) Prepare an exhaustive marketing research questionnaire for drawing responses from the customers of private Airlines in order to improve its service quality.
- j) 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) State the implications of service characteristics in financial sector with suitable example.
- l) Explain the different type of intermediary in service distribution channel?

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