

Roll No.

12091

MBA 2 Year 4th Semester

Examination – May, 2019

SERVICE MARKETING

Paper : 17IMG24GM2

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A is compulsory. Attempt one question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. (a) Define - Services marketing.
- (b) What is service economy ?
- (c) What are the classifications of services ?
- (d) Explain SERVQUAL.
- (e) How you deliver the services ?
- (f) Define "Cyber space Services".

- (g) What is the role of employees in service marketing ?
- (h) What is service recovery ?

SECTION – B

UNIT – I

- 2. What is so distinctive about service marketing? Specify the characteristics of services. Discuss the major issues and challenges of service marketing in India.
- 3. Explain the nature and importance of service marketing. List out the reasons for the growth of the Service Economy. Explain salient features of various elements of the services marketing mix.

UNIT – II

- 4. Given that many services have a large pool of current and potential customers, is it important for a service organization to have loyal customers. Why ?
- 5. Discuss the need for measuring service quality. Explain GAP model of service quality.

UNIT – III

- 6. What are the alternative pricing strategies you would recommend to a service organization ? Explain.
- 7. How is the branding used in services marketing? Identify some real world examples of branding from financial services, such as specific types of retail bank accounts or insurance policies. How meaningful are these brands likely to be to customers ?

UNIT – IV

8. Explain what factors make customers like and dislike self-service technologies ? How customer feedback and complaining behavior can help marketer to improve the services ?
 9. Tourism plays an important role in nation's economy. What strategies would you suggest for the growth of tourism service marketing ?
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