

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

Paper ID [B0240]

(Please fill this Paper ID in OMR Sheet)

MBA (MB - 503) (S05) (LE) (Sem. - 4th)

SERVICES MARKETING

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) Concept of service marketing.
- b) Explain service marketing triangle.
- c) Customer perception.
- d) What is targeting?
- e) Demographic segmentation of a market.
- f) What is service development?
- g) Positioning Map.
- h) Types of servicescape.
- i) What is service failure?
- j) What is encounter error?
- k) Communication strategies.
- l) Service productivity.
- m) Service Management Trinity.
- n) Causes of poor service quality.
- o) Define interfunctional conflicts.

A-469

P.T.O.

Section - B

(9 × 5 = 45)

- Q2)** Explain growth of service sector economy.
- Q3)** Explain quality gaps model in detail.
- Q4)** How will a marketer understand customer expectations and perceptions through market research.
- Q5)** Explain various types of market segmentation in service marketing.
- Q6)** How will you design service in airline industry.
- Q7)** Explain various supplementary services in new developing services.
- Q8)** Explain various strategies for effective delivery through employees.
- Q9)** Differentiate high-contact and low-contact systems in service design considerations.
- Q10)** How will you manage capacity in service sector?
- Q11)** Explain various factors and approaches to pricing decision in service marketing.
- Q12)** How will you solve interfunctional conflicts in service marketing?
- Q13)** What is service quality? How it can be improved?

