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Total No. of Questions : 07]

[Total No. of Pages : 02

MBA (Sem. - 4th)

SERVICES MARKETING

SUBJECT CODE : MB - 906 (2k8 & Onwards)

Paper ID : [C0178]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

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

Section - A

Q1)

(10 × 2 = 20)

- a) Define Services Marketing.
- b) What is meant by perishability of services?
- c) What is heterogeneity of a service?
- d) What is meant by service recovery?
- e) What is servicescape?
- f) What is penetration pricing strategy for a service?
- g) What are elements of service marketing triangle?
- h) Why is it important to measure customer expectations from a service?
- i) What do you mean by service design?
- j) Define integrated service marketing communication.

Section - B

(4 × 10 = 40)

- Q2)** What is the reason for growth of the service sector? Explain various elements of service marketing mix elements.
- Q3)** (a) Suggest ways to develop relationships with the customers of the services.
(b) Identify steps involved in the new service development process.
- Q4)** Explain various elements of the integrated service marketing communications, with examples.
- Q5)** Explain various types of gaps that can exist in service quality. Suggest ways to bridge this gap.
- Q6)** (a) Distinguish between a product and a service, with illustrations.
(b) What are challenges associated with service design?
- Q7)** Write notes on :
(a) **Waiting Line Strategies.**
(b) **Pricing strategies for Services.**

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