

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

June 2013

MBA (Sem. -3rd/4th)

SERVICES MARKETING

SUBJECT CODE : MB - 906

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. List the major service industries in India.
- b) Explain the salient features of services. How it differs from goods.
- c) What are the components of services marketing Mix. Discuss.
- d) Explain the Service Triangle.
- e) Discuss the importance of the study of consumer behaviour in Services Marketing.
- f) Discuss how Relationship Marketing is different from traditional marketing.
- g) What is the role of physical evidence in services marketing?
- h) Explain the importance of waiting-line management.
- i) Give the importance of word-of-mouth communication in service industry.
- j) Discuss the suitability of cost plus pricing for services.



Section - B

J2010

(4 × 10 = 40)

- Q2) Explain the consumer Decision Making Process for purchase of Services.
- Q3) Explain the growth and development in Indian Banking sector. Also give the challenges faced by them.
- Q4) Define Service Quality. Explain the SERVQUAL Scale given by Parasuraman, Zeithaml and Berry.
- Q5) What is the role of external marketing in Services industry. How can you design promotional mix for services.
- Q6) Explain the market for educational services and the marketing approach for an educational institution.
- Q7) Explain how Globalization has helped to promote customer care service in Insurance Sector.

