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MBA (Sem. - 4th)

SERVICES MARKETING

SUBJECT CODE : MB - 906 (2009 to 2011)

Paper ID : [C0178]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is compulsory.
- 2) Attempt any four questions from Section - B.

Section - A

(10 × 2 = 20)

Q1)

- a) What do you understand by services. Give the difference between services and customer service.
- b) What are the marketing challenges due to intangible character of services.
- c) How can services be classified. Explain.
- d) What do you understand by service oriented organization structure.
- e) How do consumers develop perception. Give relation between consumer expectation and perception.
- f) Discuss the steps involved in market segmentation and Targeting for services.
- g) Discuss the service scape dimensions that can be used to influence the behaviour of people.
- h) Why do service companies show greater concern for demand management.
- i) Give the importance of publicity and public relations in services marketing.
- j) Suggest pricing strategies for segments that perceive value is low price.

Section - B

(4 × 10 = 40)

- Q2)** Explain the reasons for the growth of the service sector during the last two decades.
- Q3)** Discuss the growth in Indian software services and boom in call centers in India.
- Q4)** Describe the SERVQUAL scale developed by Parasuraman, Zeithaml and Berry using an appropriate example.
- Q5)** What do you understand by service recovery. Discuss the various service recovery strategies.
- Q6)** Design the segmentation, Targeting, Positioning and Marketing Mix for a Hotel chain in India using an appropriate example.
- Q7)** What is service branding. What are the qualities of a good service brand.

