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Total No. of Pages: 02
Total No. of Questions: 15

MBA (Sem.-4th)
SERVICE MARKETING
Subject Code: MBA-906
Paper ID: [A2526]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

Attempt any four questions from section -A. Each question carries 5 marks.

Attempt one question each from sub-units in Section B. Each question carries 08 marks.

Section C is compulsory carrying 08 marks

Section-A

4x5=20

- Q.1. What is the significance of service sector in Indian economy?
- Q.2. What is brand loyalty?
- Q.3. State various electronic channels of service delivery
- Q.4. Explain the concept of marketing triangle.
- Q.5. What is service blue print?
- Q.6. Explain service culture.

Section-B

4x8=32

Unit-I

- Q.7. Define Service. Describe unique features of services with the help of examples.
- Q.8. What is marketing mix? Discuss various components of services marketing mix.

Unit-II

- Q.9. What is service recovery? Discuss various service recovery techniques.
- Q.10. What are various steps involved in service design? Discuss them in detail.

Unit-III

- Q.11. What is service quality? Discuss the role of employees in service quality.
- Q.12. Discuss various strategies for the managing demand and capacity of services

Unit-IV

- Q.13. What is pricing in services? Discuss various pricing strategies used in marketing of services.
- Q.14. What is gap model of service quality? Discuss different strategies of closing gaps in services quality.

Section-C

1x8=8

Q.15. Read the following case study and answer the question given at the end.

Mr. Cheung delivered his company's printer, for which the warranty had expired, to Printer Service Center for checking. A week later, Printer Customer Engineer contacted Mr. Cheung for further details of the problem of his printer. He clearly quoted and confirmed with Mr. Cheung the repair charges on the phone and faxed the formal quotation to Mr. Cheung afterwards as per his request. After a few days, Mr. Cheung called the hotline of Printer Service Center and complained that the service quotation which he had received was in English only. It created much inconvenience for him in understanding the contents of the quotation. The staff explained to Mr. Cheung that the quotation was the company's official document and English is used as the company official language in legal document. However, Mr. Cheung stressed that such practice was unfair and discriminated against people who could not understand English. The Printer company understood that customers had the rights to understand all the details on the quotation in order for them to consider whether to accept the repair charges or not. Hence, the Printer Company arranged to translate the English quotation into Chinese for Mr. Cheung after a few days. Mr. Cheung received the quotation and he was satisfied with the arrangement and service.

Question

Discuss the above in light of sensitivity component of service recover strategy.

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