

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onwards) (Sem.-4)

SERVICES MARKETING

Subject Code : MBA-906

Paper ID : [A2526]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. What is meant by customer delight?
2. What is role of internal customers in services marketing?
3. Define interactive marketing.
4. Define Services.
5. Define service blue printing.
6. Write a short note on waiting line strategies.

SECTION - B

UNIT-I

7. Explain the classification of services-and the methods of marketing mix strategies for each classification of services.
8. What is customer's perception of service product? How do customers form perception of services?

UNIT-II

9. What is customer relationship? Discuss CRM strategies in services marketing.
10. Suggest the complaint handling and service recovery strategies as a restaurant manager.

UNIT-III

11. What are the various issues considered by the management while improving the quality of service? Explain.
12. How will you design communication mix for promoting services? Explain.

UNIT IV

13. Discuss the integrated gaps model of service quality.
14. Elaborately discuss the services marketing triangle.

SECTION-C

15. Discuss how IRCTC have been successful to deliver and integrate services through the e-commerce platform.