

Roll No. ....

12646

**MBA 2 Year 3rd Semester (CBCS)  
2019-20 New Scheme  
Examination – December, 2022**

**MARKETING MANAGEMENT  
(Services Marketing)  
Paper : 20IMG23GM3**

*Time : Three hours ]*

*[ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :** The question paper is divided into *two* Sections. Sections 'A' comprises 8 short answer type questions (carrying 2 marks each) which is *compulsory*. Section 'B' comprises 8 questions (*two* from each Unit). The students are required to attempt *four* questions selecting *one* question from each Unit. All question carry equal marks.

**SECTION – A**

1. Write short note on the following :
- (a) Explain the nature of services.
  - (b) What are the unique characteristics of services ?

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- (c) Enlist different examples of expanded service marketing mix.
- (d) What is market segmentation ?
- (e) What is the need of new service development ?
- (f) Explain the need for positioning of services.
- (g) What is services channel ?
- (h) What is the need of logistics in service industry ?

**SECTION – B**

**UNIT – I**

- 2. Explain the classification of services and method of service marketing mix .
- 3. Briefly explain the service classification and challenges in service business.

**UNIT – II**

- 4. What are the elements in an effective service marketing research programme ? Explain.
- 5. How will you develop the service recovery strategies and mechanism for building customer relationship ?

**UNIT – III**

- 6. Discuss the stages in new service development process.
- 7. What are the challenges of service innovation and design ? Explain with suitable example.

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**UNIT – IV**

- 8. Why most of the corporate prefer integrated service marketing communication ? Discuss.
- 9. How does the corporate are designing service delivery system ? Explain with suitable case.

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