

Roll No. ....

**12646**

**MBA 2 Yr. 3rd Semester New Scheme  
2019-20**

**Examination – February, 2022**

**SERVICES MARKETING**

**Paper : 201MG23GMD**

**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 :** Section – A is compulsory. Attempt one question from each Unit in Section – B. All questions carry equal marks.

**SECTION – A**

1. (a) What do you mean by customer loyalty ?

2 × 8 = 16

(b) Define 4I's of services.

(c) What do you understand by 'moments of truth' ?

(d) What are e-services ?

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P. T. O.

- (e) Define the term 'boundary spanners'.
- (f) What is health-tourism ?
- (g) Differentiate between people-processing and possession-processing services.
- (h) Discuss the role of customers as productive resource.

**SECTION - B**

**UNIT - I**

- 2. What do you mean by marketing of services ? What are the main reasons for the growing share of service sector in major economies of the world ? 16
- 3. Identify the gaps that can occur in service quality and the steps that service marketers can take to prevent them. 16

**UNIT - II**

- 4. What are the reasons for service failure ? Discuss the various service recovery strategies. 16
- 5. Discuss the role of marketing research in services. Discuss the elements of an effective service marketing research programme. 16

**UNIT - III**

- 6. What is service blue-printing ? What are the elements of a service blue-print ? Discuss the benefits of service blue-printing. 16

- 7. What are the types of physical evidence in services ? Discuss the role of service scope in services marketing. 16

**UNIT - IV**

- 8. Does pricing enjoy the same importance in services ? What kind of pricing strategies are prevalent in service industries ? 16
- 9. "Communicating services presents both challenges and opportunities." Explain. Discuss the various promotional strategies used in services. 16