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Total No. of Pages: 02

Total No. of Questions: 10

MBA (Sem. – 3)
SERVICES MARKETING

Subject Code: MBA 922-18

M Code: 76895

Date of Examination : 7/1/2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

SECTION-A

1. Write briefly:

- a) Define service marketing.
- b) Define service quality.
- c) What is service scape?
- d) What are the challenges associated with service design?
- e) Highlight meaning of service marketing triangle.
- f) What do you mean by cycle of success in service marketing?
- g) What factors should be kept in mind while deciding about pricing of a service?
- h) Highlight importance of marketing in healthcare sector.

SECTION-B

UNIT-I

2. Explain various characteristic features of service marketing with illustrations.
3. What are various gaps in the service quality? Suggest ways to reduce such gaps, with examples.

UNIT-II

4. Highlight various stages involved in service development process, with illustrations.
5. Explain need for service blueprinting. Outline process of blueprinting a service, with illustrations.

UNIT-III

6. Suggest ways to develop a service culture in organisations. Outline the employee's role in service delivery
7. Highlight advantages of delivering services through intermediaries. What are various types of intermediaries commonly used in service marketing? Explain.

UNIT-IV

8. Outline alternative pricing strategies for services, with examples.
9. Highlight important elements of financial services marketing, with illustrations.

SECTION-C

10. Read the case study and answer the questions based on it:

A leading American hotel chain BESTUM wishes to enter Indian markets. Globally it is a world leader for premium chain of hotels. Its strength has been its high quality standards. It needs your help as a marketing consultant.

- a) Highlight various bases of segmenting Indian hospitality industry. (4)
- b) What should be the positioning strategy for BESTUM in Indian markets? (4)
- c) Recommend appropriate marketing communication strategy for BESTUM (4)

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.