

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 270482

Roll No.

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M.B.A.

Theory Examination (Semester-IV) 2015-16

MARKETING OF SERVICES

Time : 3 Hours

Max. Marks : 100

Note: (i) Attempt all questions.

Section-A

Q.1. Attempt all questions. Each questions carry equal mark.
(10×2=20)

- (a) What is relationship marketing?
- (b) What is Blue Printing? Describe its role in process management.
- (c) Discuss the service life cycle with regards to retail store.
- (d) Describe the service-product continuum in regards to consultancy.

- (e) Differentiate between consumer and industrial service.
- (f) How does the customer expectation can be evaluated in regards to hostels?
- (g) Discuss the service marketing triangle with regards to maintenance industry .
- (h) How the demand in services can be met during peak time in food joint without increasing the number of employees?
- (i) What are the problems faced by companies in developing strategies for services?
- (j) Why the concept of self service is increasing day by day in service sector?

Section-B

Q.2. Attempt any 5 parts. Each carry equal mark.

(5×10=50)

- (a) What is Service Guarantee? How the complaints can be handled effectively?
- (b) "Services have a significant contribution towards the GDP (Gross Domestic Product) of Indian Economy."

Keeping this in mind, explain the national significance of service.

- (c) Discuss the Marketing mix in special regards to Home loan, insurance.
- (d) Discuss the role of technology in developing service with regards to hospital.
- (e) Why the training of employees is essential in service sector?
- (f) Discuss the SERVQUAL Gaps Model with special regards to an education institution.
- (g) Discuss the concept of physical evidence in special regards to tourism industry.
- (h) What are the various pricing strategies may be adopted with reference to hair/beauty salon.

Section-C

Attempt any TWO questions. Each carry equal mark.

(15×2=30)

3. Discuss the SERVPERF Gronroos model in regards to railway station.

4. Develop a promotion strategy for adventure tourism.
5. Discuss the concept of zone of tolerance in special regards to banking sector.

