

Roll No.

MS–505/MM–2205

Services Marketing

(विपणन सेवाएँ)

Master of Business Administration/
P. G. Diploma in Marketing Management
(MBA-10/12/13/16/17/PGDMM-10/16/17)

Fourth/Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Choose an organisational context you are familiar with. Discuss each of the *three* sides of the service marketing triangle in the context of that organisation.
2. Would service guarantees help in attracting customers or in retaining customers ? Why or why not ?

(B-46) P. T. O.

3. Why is channel management a difficult job for service marketers ? What are the potential areas of channel conflicts ?
4. Discuss, how can service blueprints be used to improve service positioning strategies.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (8) marks each. Learners are required to answer *four* (04) questions only.

1. Can a manufacturing firm have a service culture ? Why or why not ?
2. "Service industry jobs have higher attrition rates than non-service sector jobs." Is this statement justified ? Explain.
3. Discuss the general importance of customers in the successful delivery of service.
4. Why do tangibles require a special mention in service businesses ?
5. Discuss the risks in adopting a yield management strategy.
6. For what consumer services do you have reference prices ? What makes these services different from others for which you lack reference prices ?
7. Does organisational structure play a role in how strategy is implemented ? Discuss.

8. Do you agree that time for differentiation in retail formats has arrived in India ? Why or why not ?

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

Select True *or* False :

1. Employees response to customer needs and request is called adaptability.
2. Coupons cannot be printed on the backs of ATM receipts.
3. Co-branding is an alliance made visible.
4. The benefit from source brand strategy lies in its ability to provide a two tiered sense by difference and depth.
5. Front line employees are key to a brand's success.
6. Nature of service quality is multidimensional.
7. Line extension is a phenomenon inherent in the luxury goods sector.
8. For a retailer, brand is a means and not a necessity.
9. The business strategy in a production line organisation is one of differentiation and customisation.
10. Product knowledge is essential for building winning brands.