

S-880

Total Pages : 4

Roll No. -----

MS-505

Service Marketing

Master of Business Administration (MBA)

4th Semester, Examination 2022(Dec.)

Time: 2 Hours

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section – A

(Long Answer – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

[2 x 19 = 38]

P.T.O.

- Q.1. "A service is rented rather than owned." Explain what this statement means, and use examples to export support your explanation.
- Q.2. How would marketing strategies of the following business differ along the additional 3Ps of services marketing;
- a) Health Care Services
 - b) Hospitality
 - c) Travel and Tourism
- Q.3. Discuss the important emerging trends in the services sector in India.
- Q.4. Identify the gaps that can occur in service quality and the steps that service marketers can take to prevent them.
- Q.5. Discuss the role of positioning in marketing strategy for services, by citing appropriate examples.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only.

[4 x 8 = 32]

- Q.1. Why should a service recovery strategy be proactive, planning, trained and empowered?
- Q.2. Why is targeting the "right customers" so important for successful customer relationship management?
- Q.3. How can a service firm build a strong service culture that emphasizes service excellence and productivity?
- Q.4. Explain the processes of service differentiation.
- Q.5. What are the key drivers for increasing globalization of services?
- Q.6. What is service encounter? Why it is important?

P.T.O.

Q.7. What are the approaches firms can take to create new services? What factors are associated with successful development of new services?

Q.8. Discuss the distinguishing features of a service.
