

**890**

**Total Pages : 3**

**Roll No. -----**

**MS-505/MM-2205**

**Services Marketing**

**Master of Business Administration/P.G. Diploma in  
Marketing Management**

**(MBA-10/12/13/16/17/PGDMM-10/16/17)**

**Examination 2021 (Winter)**

**Time: 2 Hours**

**Max. Marks: 80**

**Note :** This paper is of Eighty (80) 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

**[2 x 20 = 40]**

**P.T.O.**

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- Q.1. Explain the classification of services.
- Q.2. Discuss the stages of new service development process.
- Q.3. Explain the customer expectations and perceptions of services.
- Q.4. Explain SERVQUAL dimensions of any two services of your choice.
- Q.5. How will you formulate service marketing strategies for health sector?

## **Section – B**

### **(Short-answer-type questions)**

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

- Q.1. What is service recovery paradox?
- Q.2. Write a short note on characteristics of services.

- Q.3. Discuss various determinants of effective service delivery.
- Q.4. Discuss various determinants of pricing of services.
- Q.5. Discuss customers role on service delivery.
- Q.6. Discuss the role of CRM in delivering customer relationship strategy.
- Q.7. Discuss various components of service quality.
- Q.8. Discuss the role of employees in effective service delivery.
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