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Total No. of Pages : 02

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-3)**SERVICES MARKETING****Subject Code : MBA 922-18****M.Code : 76895****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students have to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and students have to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

- 1) Define Services.
- 2) Highlight important methods of service classification.
- 3) Highlight importance of customer loyalty in services.
- 4) What is service blueprinting?
- 5) Outline meaning of service marketing triangle.
- 6) What do you mean by cycle of failure in services?
- 7) Highlight need for marketing in financial sector.
- 8) Critically examine importance of marketing in hospitality sector.

SECTION-B**UNIT-I**

- 9) Explain reasons for growth of the service sector economy. Describe service characteristics with examples.
- 10) Outline integrated gaps model of service quality, with illustrations. What are your recommendations to reduce such gaps, with examples?



UNIT-II

- 11) Identify the challenges associated with service design. Describe the service development process, with appropriate illustrations.
- 12) Highlight the importance of physical evidence in services. Outline its effect on consumer behavior, with illustrations.

UNIT-III

- 13) Highlight importance of complaint handling. Recommend service recovery strategies, with examples.
- 14) Outline components of integrated service marketing communications, with appropriate illustrations.

UNIT-IV

- 15) What factors should be considered while deciding pricing for a service? Elaborate alternative pricing strategies for services, with examples.
- 16) Critically examine importance of marketing in the health care sector. Describe important elements of health care marketing, with illustrations.

SECTION-C

- 17) **Read the case study and answer the questions based on it :**

A premium British health and wellness chain having strength in gyms and spas has ambitions of entering Indian market. However, it is not sure about the prospects of Indian market. It has requisitioned your services as a marketing consultant.

Questions :

- a) What factors you will keep in mind while determining market potential for the gyms and spas?
- b) What should be the pricing strategy for Indian market?
- c) Suggest suitable marketing communication strategy for Indian markets.

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