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Total No. of Pages : 02

Total No. of Questions : 06

MBA (PIT) (Sem.-3)
SERVICES MARKETING
Subject Code : MBA-312
M.Code : 51202

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR questions each carrying TEN marks each and student has to attempt ALL questions.
3. SECTION-C is consists of ONE Case Study carrying EIGHT marks.
4. All Questions are Compulsory.

SECTION-A**1. Write short notes on :**

- A) Difference between products and services.
- B) Service design
- C) Tolerance.
- D) Name 7 P's of service marketing
- E) Subscriber churn.
- F) ERM

SECTION-B

2. Compare and contrast service marketing with product marketing?
3. What is the significance of service encounter? Discuss techniques of service marketing.



4. How do we measure different components of service quality? Discuss in detail.
5. Service sector is coming up sector. How are customer expectations of services shaping up in India?

SECTION-C

6. Case Study :

I had a problem with a new piece of electronic equipment and called for assistance. The first technician I talked with insisted that there was nothing wrong with his company's equipment, that it must be my fault. When I explained that everything in the network had worked perfectly until I powered the new item up, he laughed at me. When I asked to talk to his supervisor, he responded with the bad language and hung up. I called back and spoke with a different technician who was able to resolve the problem in a matter of minutes and who then asked his supervisor to join us on the line. When I told the supervisor of my earlier experience, she asked me to give her one day so she could resolve the problem. She called back in less than fifteen minutes to tell me that she and the call center manager had reviewed the tape of the call.

Question :

If you were the call center manager what would be your response and action to turn the above situation from being the worst customer service experience to one of the best.

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.