

**R15****Code No: 724AD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, January-2018****SERVICES MARKETING****Time: 3hours****Max.Marks:75**

**Note:** This question paper contains two parts A and B.  
Part A is compulsory which carries 25 marks. Answer all questions in Part A.  
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 marks = 25**

- 1.a) State the factors responsible for the growth of services sectors in Indian economy. [5]
- b) Demonstrate the possible levels of customer expectations. [5]
- c) Illustrate the types of new services innovations. [5]
- d) Outline the boundary spanning roles of service employees. [5]
- e) Briefly describe the factors influencing customer satisfaction. [5]

**PART – B****5 × 10 marks = 50**

2. Outline and support your argument on the reasons for steady or fluctuations in Service Sector Contribution to the India Economy? [10]
- OR**
3. Critically evaluate the Lovelock's classification of services and their implications. [10]
4. Evaluate the stages in consumer decision making and evaluation of services with which you are familiar with. [10]
- OR**
5. Critically analyse the factors that influence desired and adequate service related to customer expectations. [10]
6. Analyse the checkpoints that precede critical stages that are associated with new service development process with suitable example. [10]
- OR**
7. An educational institution's mess in the hostel keep on facing the long queue of students during lunch timings. The Chief Warden asked to build a Mess's service blueprint. Identify the basic steps and develop a blueprint for the mess service and justify your each steps. [10]
8. Identify the implications of variations in demand relating to capacity and apply only traditional marketing programmes to solve the problems of excess demand and excess capacity. [10]
- OR**
9. 'A complex combination of strategies is needed to ensure that service employees are willing and able to deliver quality services and that they stay motivated to perform in customer-oriented, service-minded ways'. Critically evaluate this statement. [10]

10. Illustrate the Pricing Tripod with appropriate example. Discuss in detail the cost-based, value-based pricing and competition based pricing with suitable example. [10]

**OR**

11. List out and examine the four problems created by intangibility of services. As a service marketing student, critically evaluate the 5W model of marketing communication planning. [10]

--ooOoo--

[www.FirstRanker.com](http://www.FirstRanker.com)