

<b>R15</b>
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**Code No: 724AD**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA IV Semester Examinations, December - 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. Answer the following in about five sentences each:
  - a) Infer the significance of services marketing. [5]
  - b) How would you relate quality of service with consumer behaviour? [5]
  - c) Interpret the types of service innovations. [5]
  - d) Why are employees critical in better service delivery? [5]
  - e) Deduce the need for integrated service marketing communication. [5]

**PART - B**
**5 × 10 marks = 50**

2. Examine the role played by services sector in Indian economic development. [10]
- OR**
3. Analyze with suitable example the unique characteristics of services. [10]
- 4.a) What are the types of consumer service expectation?
- b) Appraise the factors influencing customers' expectation of adequate service. [5+5]
- OR**
5. Make a critical assessment of the importance of customer research for services. [10]
6. Draw a suitable diagram of a service blueprint and discuss the steps in building a service blueprint. [10]
- OR**
7. Elucidate the steps involved in the new service development process. [10]
- 8.a) Categorize the possible variations in customer demand for service relative to capacity.
- b) Correlate between capacity constraints and demand patterns. [5+5]
- OR**
9. Evaluate the merits and demerits of delivering service through franchising and agents. [10]
10. Describe the five categories of strategies to match service promises with delivery. [10]
- OR**
11. Critically analyze the importance points to be considered in the pricing of services. [10]

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