

R15**Code No: 724AD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, December - 2019****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) Explain the distinguishing features of services. [5]
- b) What are the factors which influence zone of tolerance? [5]
- c) Explain service blueprint with examples. [5]
- d) Discuss the concept of value pricing. [5]
- e) What is the importance of internal marketing communication in services? [5]

PART - B**5 × 10 Marks = 50**

2. What are the various challenges faced by service marketers in the present economy? [10]

OR

3. Discuss the need for relationship marketing in services. [10]
4. What are the various Qualitative research techniques in consumer research ? [10]

OR

5. Discuss the differences between perception of service quality and customer satisfaction. [10]
6. How does Quality Function Deployment (QFD) approach help develop better service products? [10]

OR

7. What is Service scape? Explain the different roles played by Service scape. [10]
8. Explain the various strategies that are needed to ensure that service employees create customer satisfaction and service quality. [10]

OR

9. Discuss with examples, the various strategies by marketers in adjusting capacity to meet fluctuations in demand. [10]
10. What are the various competition-based pricing methods in services? [10]

OR

11. Discuss the concept of integrated services marketing communication and the key reasons for service communication problems. [10]

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