

R15**Code No: 724AD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, April/May-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 concept of services. [5]
- b) What are the major service encounter themes, which induce satisfaction/dissatisfaction? [5]
- c) What is service blue printing? [5]
- d) Explain the role of employees in the service marketing triangle. [5]
- e) How is service pricing different for customers? [5]

PART - B**5 × 10 marks = 50**

2. Explain the four characteristics of services and give examples – what problems do they create? [10]

OR

3. What is the relation between customer gap and provider gaps in the Gaps model of service quality – explain with examples. [10]

4. What are the major objectives of research in services? Why are complaint solicitation and critical incident studies are in Research services. [10]

OR

5. With an example of mobile communication industry, explain the “Fix the problem” part of service recovery strategies. [10]

6. Explain, with appropriate examples, the environmental dimensions of the Services cape. [10]

OR

7. Explain with examples, the Innovation and development stages. [10]

8. What strategies can be for enhancing customer participation? [10]

OR

9. In the context of hospitality industry, explain the strategies for adjusting capacity to match demand. [10]

10. How can the problem of customer education and internal marketing communication in services communication be solved? [10]

OR

11. What are the challenges of cost-based and competition-based pricing in the context of services? [10]