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Total No. of Pages : 02

Total No. of Questions : 16

B.Tech. (Ind. Engg.(Spl. in TQM)) (Sem.-7)**SERVICE MARKETING & QUALITY**

Subject Code : IEM-756

M.Code : 71703

Time : 3 Hrs.

Max. Marks : 40

INSTRUCTIONS TO CANDIDATES :

1. Attempt All EIGHT Questions from SECTION-A carrying TWO marks each.
2. Attempt any SIX questions out of EIGHT from SECTION-B carrying FOUR marks each.

SECTION-A

- 1) Define Services.
- 2) Highlight the factors responsible for the growth of the service sector.
- 3) Outline the concept of Service recovery.
- 4) Describe the Meaning, nature and role of Physical evidence in the service environment.
- 5) Enlist the steps in the purchase process for service.
- 6) Highlight the process approach to service delivery.
- 7) Write a short note on customer retention.
- 8) Describe important elements of the service marketing mix.

SECTION-B

- 9) Discuss the concept of Waiting line Strategies with illustrations.
- 10) Outline the process involved in service development and design, with examples.



- 11) Highlight the importance of marketing of banking and financial services.
- 12) Critically examine the need and importance of marketing of health care services. Also, highlight unique features of health care systems.
- 13) Describe the SERVQUAL model - Gap model of service quality for measuring and evaluating service quality.
- 14) Elaborately discuss the services marketing triangle.
- 15) Outline strategies to build customer loyalty towards a service.
- 16) What are the various issues considered by the management while improving the quality of service?

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.