

Roll No. 

Total No. of Pages : 2

Total No. of Questions : 07

MBA (Sem.-4)

**SERVICES MARKETING**

Subject Code : MB-906 (2009-2011 Batch)

Paper ID : [C0178]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A****I. Write briefly :**

- a. What do we mean by Services Marketing?
- b. What is the key difference between a service and a product?
- c. Describe the concepts of service of recovery.
- d. Explain two key characteristics of service.
- e. What is a Service Design?
- f. Explain the concept of servicescape.
- g. What do we mean by Waiting Line Strategy?
- h. What is an IMC?
- i. What is a Service Gap?
- j. Explain any one pricing strategy in services.

**SECTION-B**

2. Explain the Service Marketing Mix in detail. Product Marketing Mix?
3. Describe the various service characteristics. for the growth of Service Sector?
4. Describe the various Recovery Strategies. building with customers? Why & how?
5. Explain the new service development process by physical evidence?
6. Explain the services marketing triangle. How capacity in service?
7. Explain the Integrated Gaps Model of service for closing quality gaps.

