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**Question Paper Code : 71091****M.B.A. DEGREE EXAMINATION, APRIL/MAY 2018****Elective****BA 7013 – SERVICES MARKETING
(Regulations 2013)****Time : Three Hours****Maximum : 100 Marks****Answer ALL questions****PART – A****(10×2=20 Marks)**

1. List down the unique characteristics of services.
2. Write a short note on service economy.
3. What are the conditions necessary for effective segmentation ?
4. Explain the factors analysed in internal analysis.
5. Write a short note on service blueprint.
6. Write short notes on service gap.
7. What are the key elements of service delivery system ?
8. Write a short note on service marketing triangle.
9. Write short notes on search qualities of a hotel.
10. List down the features of physical evidence of the service marketing mix.

PART – B**(5×13=65 Marks)**

11. a) Explain the reasons for growth of service sector in India.

(OR)

- b) Discuss the challenges and issues faced by service industry.

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12. a) Explain the classification of services with suitable example.

(OR)

b) Explain the major bases for market segmentation in service industry.

13. a) Explain the stages in new service development process. Explain the critical issues in new service development.

(OR)

b) Explain the five dimensions of SERVQUAL.

14. a) Explain the various pricing methods of services.

(OR)

b) Explain the tools of integrated service marketing communication mix.

15. a) Discuss the strategies for improving productivity in financial sector.

(OR)

b) What do you mean by differentiation ? How it is possible in tourism industry ?

PART - C

(1×15=15 Marks)

16. a) Discuss the Gap model with reference to financial service industry.

(OR)

b) Discuss the key factors leading to Gap I with reference to hotel industry.