

Roll No.

Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem-3)
SERVICES MARKETING
Subject Code : MBA 922-18
M.Code : 76895
Date of Examination : 16-06-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :

- a) What is service marketing mix?
- b) What is the importance of employees in marketing of services?
- c) What are the different types of service scapes?
- d) Outline various waiting line strategies.
- e) What is services marketing triangle?
- f) What are the different customer expectations regarding services?
- g) Explain service recovery strategies.
- h) Mention two approaches for pricing of services.

SECTION-B

UNIT-I

2. Explain the role of service sector in Indian economy. Discuss its importance in developing economy like India.

3. Explain integrated gaps model of service quality. What are the prescriptions for closing quality gaps?

UNIT-II

4. Highlight various stages involved in service development process, with illustrations.
5. What is service blueprinting? Explain its needs and process.

UNIT-III

6. Why it is important for a service firm to have a strong recovery strategy? Explain various recovery strategies to be adopted by service firm?
7. What is service blueprinting? Explain its needs and process.

UNIT-IV

8. Explain different pricing approaches. What pricing strategies can be used by companies to attract new customers?
9. Explain with recent examples how services are marketed in hospitality and healthcare sector in India.

SECTION-C

10. CASE STUDY :

A national cleaning service sent several crews to Florida after the hurricanes of 2004. The crews were trained to deal with mud, mildew and all the problems of making a flooded home or building inhabitable again. The print and media ads that the cleaning service ran stated that the company had a patented system that would remove all unpleasant odors from flooded structures and leave a clean smell. Its sales reps who contacted owners of apartment complexes and shopping centers promised that the crews could come into an average size of apartment complex and have it looking and smelling like new in two weeks. Several people who rent apartments in the complexes that the service cleaned have commented unfavorably on the sweet-smelling air freshener the company used to mask the smell and noted the moldy odor was still perceptible. Also, the time required to clean a complex was more like four weeks instead of the two as promised.

Questions:

- a) Which provider gap does this example describe?
- b) List various strategies that can be used to narrow and possibly eliminate this provider gap.

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.