

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-3)
SERVICES MARKETING

Subject Code :MBA 922-18

M.Code :76895

Date of Examination : 29-11-2025

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. Define services marketing.
- b. What do we mean by customer expectation? Give example.
- c. How do we build customer loyalty?
- d. What do we mean by service blueprinting?
- e. Name any two strategies to deliver quality in a service.
- f. What do we mean by a waiting line strategy?
- g. Explain any two services pricing methods.
- h. What is the best strategy for selling services of a financial sector?

SECTION - B

UNIT - I

2. Describe the integrated gap model of service quality explaining each gap with example.
3. Explain the growth and development of service sector economy in the last 2 decades. Illustrate issues using real life examples.

UNIT - II

4. Explain the complaint handling and service recovery strategies.
5. What are the types of a new service? Describe the new service development process in detail.

UNIT - III

6. What do we mean by service culture? What is cycle of failure, mediocrity and success?
7. Explain the nature and type of intermediaries. What is the role of electronic channels in service delivery?

UNIT - IV

8. Explain the various approaches to pricing and pricing strategies.
9. Describe the marketing of services in healthcare and hospitality sectors.

SECTION - C

10. Case: Serenity Spa - Communicating the Service Promise

Serenity Spa faced declining bookings due to poor online visibility and inconsistent communication. The spa management decided to adopt an Integrated Marketing

Communication (IMC) approach. They created consistent messaging across digital ads, website content, social media and physical brochures. They trained reception staff to deliver the same tone of service promise — "Relax, Rejuvenate, Renew." The spa also introduced a referral program and used influencer marketing. The new communication strategy increased brand awareness and customer visits.

Questions:

- a. Define Integrated Service Marketing Communication and explain its role here.
- b. How did consistency in communication improve Serenity Spa's brand image?
- c. What physical evidence supported the service promise in this case?
- d. How can Serenity Spa evaluate the effectiveness of its IMC plan?

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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.