

**M.B.A. (GEN.) SEM-III / M.B.A.(HR) SEM-III (2016 Course) CBCS**  
**: SUMMER - 2019**  
**SUBJECT: SERVICES MARKETING**

Day : Friday  
Date : 03/05/2019

**S-2019-2198**

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 60

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**N.B.**

- 1) Attempt **ANY THREE** questions from Section-I. Each question carries **10** marks.
  - 2) Attempt **ANY TWO** questions from Section - II. Each question carries **15** marks.
  - 3) Answers should be written in **SAME** answer book.
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**SECTION - I**

- Q.1** What is the nature of service? Explain the classification of services.
- Q.2** What is service life cycle? Explain its various stages with a relevant example.
- Q.3** What is service quality? Elaborate its significance in service operations.
- Q.4** What is service guarantee? Discuss how complaints handling is done effectively.
- Q.5** Write short note on **ANY TWO** of the following:
- a) e – services
  - b) Service marketing mix
  - c) Customer service satisfaction
  - d) Self-service technologies

**SECTION - II**

- Q.6** Design a pricing plan for the service products of a chain of hotels operating in India and Asian countries.
- Q.7** Design a promotion mix for the services of a civil aviation company having its domestic as well as international operations.
- Q.8** Develop a distribution strategy for the services of a departmental store so as to build the customer relationship leading to maximization of its sales.

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