

**S.D.E.**  
**M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019**  
**SUBJECT : ELECTIVE – V: a) SERVICES MARKETING**  
**(MARKETING MANAGEMENT)**

Day : Friday  
Date : 17/05/2019

**S-2019-5234**

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 70

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**N.B.:**

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
  - 2) Answer to both the sections should be written in **SAME** Answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** Elaborate on the role of services in growing economy. **[14]**
- Q.2** How does information technology help in marketing and delivering of services? Give examples. **[14]**
- Q.3** Write a detailed note on service quality. **[14]**
- Q.4** Explain how to develop and manage customer service functions by understanding customer expectations. **[14]**
- Q.5** Write short note on **ANY TWO** of the following: **[14]**
- a) Servicescape
  - b) Promotion of services
  - c) Classification of services

**SECTION – II**

- Q.6** Design a service blueprint for a life insurance company. **[14]**
- Q.7** Prepare a plan to measure service quality for a General Hospital. **[14]**
- Q.8** Which factors would you consider to find out customer satisfaction for a food home delivery service firm? Why? **[14]**

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