

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE VIII: SERVICES MARKETING
(Marketing Management)

Day : Thursday
Date : 23/05/2019

Time 02.00 PM TO 05.00 PM
Max. Marks : 70

S-2019-5075

N.B.:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Each question carries **14** marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.

SECTION-I

- Q.1** Explain in detail the classification of a service.
- Q.2** Discuss the importance of understanding customer expectation.
- Q.3** Distinguish with relevant examples the difference between a service and a physical product.
- Q.4** 'Good customer relationship management is the essence for the development of any business'. Discuss.
- Q.5** Write short notes (**ANY TWO**):
- a) Delivery of services
 - b) Customer Satisfaction
 - c) Importance of service marketing

SECTION-II

- Q.6** Design a structured questionnaire so as to ascertain the Feedback of what customer's feel about your five star hotel.
- Q.7** Design a service blue print for a Car servicing station which you plan to start shortly.
Also discuss how a blue print can be useful to HR Department and Marketing department.
- Q.8** As a marketing manager of a Five Star hotel in a hill station you notice a drastic drop of customer's during the week. You are expected to design a promotion mix to promote your hotel during this period.

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