

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / SEMESTER - III
(2012 COURSE)(CHOICE BASED CREDIT SYSTEM) /M.B.A.
(FM) SEMESTER - III (2013 (CHOICE BASED CREDIT SYSTEM)
: SUMMER - 2018**

SUBJECT : ELECTIVE – II : SERVICE MARKETING (MM)

Day : **Friday** **S-2018-1874** Time : **10.00 AM TO 01.00 PM**
Date : **11/05/2018** Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section–II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION – I

- Q.1** Explain how a service is classified and what is the scope of service marketing? **(15)**
- Q.2** ‘With the sudden spurt of ecommerce sites, distribution of a service can be done very easily through these portals or through the internet. Discuss. **(15)**
- Q.3** Explain in detail the process for new service development. **(15)**
- Q.4** ‘A service cannot be felt, cannot be stored and is inseparable.’ Discuss with reference to characteristics of a service. **(15)**
- Q.5** Discuss the need of good physical evidence for a service to be successful. **(15)**
- Q.6** Write short notes on any **TWO**: **(15)**
a) Service Guarantee
b) Customers perception
c) Growth of service sector in India

SECTION – II

- Q.7** Your work for is a food delivery service company and you get frequent complaints from customers about delay in delivery of food. You decide you want to analyse the gaps in your service. Design a questionnaire to find out possible gaps in service delivery of your product. **(20)**
- Q.8** An experienced tourism marketing manager has opined “Half of the customers” grievances are done away, only by patiently listening to them other complaints often are taken care of by small changes in operations”. Discuss your view point. **(20)**
- Q.9** You are appointed as the marketing head of a multi-specialty, multi-location hospital chain, which plans to expand to ‘B class’ cities also. Design a marketing mix for the launch of these multi-specialty hospitals in B class cities. **(20)**

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