S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018

SUBJECT : ELECTIVE – V: SERVICES MARKETING (MARKETING MANAGEMENT)

Day : **Thursday**
Date : **07/06/2018**

S-2018-4597

Time : **02.00 P.M. TO 05.00 P.M.**
Max. Marks : 70

N.B.:

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

SECTION – I

Q.1 How technology is changing the way services are managed? **[10]**

Q.2 What is the service gap and how it can be managed? **[10]**

Q.3 Discuss the various characteristics of services. Explain the various types of services. **[10]**

Q.4 Explain the process of blueprint of services with suitable examples. **[10]**

Q.5 Write short notes on **ANY TWO** of the following: **[10]**

a) Services bundled with tangible product

b) Managing customer satisfaction in service industry

c) Service quality

SECTION –II

Q.6 Explain the application of service marketing in 'Airlines' with example. **[15]**

Q.7 Develop a marketing plan for "Maharashtra Tourism". **[15]**

Q.8 "Service failure recovery impacts customer satisfaction level". Do you agree with this statement? Justify your views. Also elaborate on waiting time management with respect to Hotel Industry. **[15]**

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