

S.D.E.
M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018
SUBJECT : ELECTIVE VIII: SERVICES MARKETING
(Marketing Management)

Day : **Thursday**
Date : **28/06/2018**

S-2018-4438

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

N.B.:

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

- Q.1** Distinguish between services and goods with relevant examples.
- Q.2** 'Good physical evidence is very much essential as a service is intangible'. Discuss.
- Q.3** Discuss various steps involved in the development of a new service.
- Q.4** Explain in detail various pricing strategies available to a marketing manager.
- Q.5** Write short notes (**ANY TWO**):
- a) Customer Satisfaction
 - b) Importance of marketing of service
 - c) Components of a product

SECTION-II

- Q.6** Your company plans to launch a chain of star hotel's pan India and you have been assigned the job of handling this project. You are expected to design a service blue print for a customer's overnight stay in the hotel. Also discuss how a service blue print can be advantageous to the HR and Operations department.
- Q.7** As an expert of marketing you are expected to highlight the role of services in a growing economy.
- Q.8** Design a structured questionnaire to get feedback of the flyers of a premium airline operating in India.

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