

S.D.E.
M.B.A. Sem-IV (2013 Course) : WINTER - 2018
SUBJECT : ELECTIVE VIII: SERVICES MARKETING
(Marketing Management)

Day : Friday
Date : 14/12/2018

Time 02.00 PM TO 05.00 PM
Max. Marks : 70

W-2018-4607

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.

SECTION-I

- Q.1** Discuss various steps involved in development of a new service.
- Q.2** Explain in detail the classification of services.
- Q.3** Discuss the importance of building good customer relationship with customers.
- Q.4** 'Good physical evidence is very much essential in a service, as a service is intangible'. Discuss.
- Q.5** Write short notes (**ANY TWO**):
- a) Understanding cost of service
 - b) Delivery of services
 - c) Customer expectation

SECTION-II

- Q.6** As an expert of the marketing field, you are expected to highlight how to develop various pricing strategies for a service of your choice.
- Q.7** Your company runs a Fast Food retail chain. It is slowly losing its footfall (Customers visiting your outlets) and as a result there is a drop in sales. You understand the grim reality of the situation. Design a structured questionnaire, to get feedback of customer about your services.
- Q.8** Design a service blue print for an overnight stay in a star hotel in the city of PUNE.

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