

M.B.A. SEM-III / M.B.A.(HR) SEM-III (2016 COURSE) CBCS

: WINTER - 2017

SUBJECT: SERVICES MARKETING

Day : **Saturday**

Date : **25/11/2017**

Time **10.00 AM TO 01.00 PM**

Max. Marks: 60

W-2017-1725

N.B.

- 1) Attempt any **THREE** questions from Section - I. Each question carries **10** marks.
 - 2) Attempt any **TWO** questions from Section - II. Each question carries **15** marks.
 - 3) Answers to both the sections should be written in the **SEPARATE** answer-book.
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SECTION-I

- Q.1** What is 'Service Quality'? Explain in detail its significance in the service operations.
- Q.2** Discuss the concept of 'Service'. Describe in detail its characteristics. Quote suitable examples.
- Q.3** What is service Promotion? Discuss how Advertising, Personal Selling and Sales Promotion contribute to the overall promotion of service operation.
- Q.4** Bring out the essential concepts in Service satisfaction. How can this be monitored and measured?
- Q.5** Write notes on any TWO of the following.
- a) Service Guarantee
 - b) Service Encounter
 - c) Strategies for service distribution
 - d) Services marketing mix

SECTION-II

- Q.6** Suggest a scheme to develop Service Quality Standards for a civil aviation company having domestic as well as international operations.
- Q.7** Design a Service marketing mix for a chain of hotels to be launched in India soon.
- Q.8** Design a Pricing plan for the service products of a courier company about to start its operations in India.

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