

**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)  
: WINTER - 2017**

**SUBJECT : ELECTIVE – II : SERVICE MARKETING (MM)**

Day : Wednesday  
Date : 22/11/2017

**W-2017-1758**

Time : 10.00 AM TO 01.00 PM  
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** Discuss the role of internet in distribution of a services. (15)
- Q.2** ‘The traditional 4 P’s of the marketing mix do not suffice for a service, hence the extended market mix for a service.’ Discuss. (15)
- Q.3** Discuss how the service sector has contributed to the Indian Economy. (15)
- Q.4** Explain ‘GAPS’ model for measuring of service quality. (15)
- Q.5** Explain the steps involved in development of a new service. (15)
- Q.6** Write short notes on any **TWO**: (15)
- a) Scope of service management
  - b) Health care industry
  - c) Customer expectation of a service

**SECTION – II**

- Q.7** An ‘Ombudsman’, responsible for resolving the grievances of a nationalized bank’s customers; has observed. Most of the unhappy customers are unwilling to submit a written complaint. Only a few who are genuinely hurt by a poor service experience register their complaints officially. Thus the challenge for a service manager is skillfully trace and sort out the dissatisfaction among the customers. Discuss. (20)
- Q.8** “Real success in providing service to the tourists is achieve not by just doing everything to perfection, but also by making the customers experience the emotion of pleasure, thrill, satisfaction and adventure.” Explain the statement in the context of international travel and tourism. (20)
- Q.9** With the recent demonetization in India, there is a great emphasis on ‘Less Cash’ and ‘cashless’ transactions. Discuss how a large number of service providers are serving the society with the help of ‘IT’ and ‘Internet’. (20)

\* \* \*