

S.D.E.
M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017
SUBJECT : ELECTIVE – V: SERVICES MARKETING
(MARKETING MANAGEMENT)

Day : **Saturday**
Date : **23/12/2017**

W-2017-4406

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.
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SECTION – I

- Q.1** 'Customer as a co-producers' has important role in services. Comment. [10]
- Q.2** Explain factors influencing customer expectations of service with example. [10]
- Q.3** Explain the 'Traditional marketing mix elements' in services. [10]
- Q.4** Which are different distribution channels for services marketing? [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) SERVQUAL gap model
 - b) Service pricing
 - c) Challenges of service communication

SECTION –II

- Q.6** Discuss on the service implementation in 'Hospitality' with example. [15]
- Q.7** Design and explain various techniques used for demand and capacity management by a hotel at SHIMLA. [15]
- Q.8** Customer satisfaction measurement is very important in Services Industry. How will you conduct customer satisfaction measurement for an educational institution? [15]

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