

S.D.E.

M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017
SUBJECT : ELECTIVE – VIII : a) SERVICES MANAGEMENT
(MARKETING MANAGEMENT)

Day : **Saturday**
Date : **16/12/2017**

W-2017-4315

Time : **10.00 A.M. TO 01.00 P.M.**
Max. Marks : 70

N. B. ;

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **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 books.

SECTION - I

- Q. 1** What is Service? What are classification of service? Describe the characteristics of services? (10)
- Q. 2** What are the strategic variables to be considered in marketing of services? (10)
- Q. 3** Explain the impact of physical surrounding on customers and employees in designing marketing process. (10)
- Q. 4** How will you develop plans to deliver and promote the services? (10)
- Q. 5** Write short notes on **ANY TWO** of the following: (10)
- a) Customer complaint management system
 - b) Service quality model
 - c) 7 P's of Marketing
 - d) Factor measuring quality of service

SECTION – II

- Q. 6** You are appointed as a manager marketing for the following utilities. How will you handled the customer complaints. Give methods and procedures in detail. (15)
- a) Electricity (Electricity Board)
 - b) State Road Transport Corporation
- Q. 7** Prepare an organized plan to provide following services: (15)
- a) Hotel (Boarding and Lodging)
 - b) Internet Service Provider
- Q. 8** A Nationalize Bank wants to encourage its customer for cashless transactions. Prepare a detail plan to motivate people to opt the facility provided by the bank. Which challenges bank will has to face? (15)

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