

**S.D.E.**

**M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017**  
**SUBJECT: ELECTIVE VIII: SERVICES MARKETING**  
**(MARKETING MANAGEMENT)**

**Day: Saturday**  
**Date: 30/12/2017**

**Time: 02.00 PM TO 05.00 PM**  
**Max. Marks: 70**

**W-2017-4247**

**N.B:**

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.

**SECTION-I**

- Q.1** What role services plays in a growing economy like India? Explain the 4 P's of Service Marketing. (14)
- Q.2** What is the dimension of Services? How customer expectations are identified and customer Service functions developed and managed? (14)
- Q.3** Services are intangible in nature, how the intangible Services can be tangibalized? Explain with examples. (14)
- Q.4** Explore the dimensions of Customer Relationship? How can this be managed? (14)
- Q.5** Write notes on **ANY TWO:** (14)
- a) SRVQUAL
  - b) Costing of Services
  - c) Service- Scope

**SECTION-II**

- Q.6** "A 'P.G.' management institute offers a lot of intangible services to its students, but that has to be complemented by some tangible components". Explore the significance of this statement. (14)
- Q.7** Marketing Manager of a famous chain of hospitals wants you to design two separate questionnaires one be filled in by the (admitted) patients and the other by the patients closest relative (attending to him/her). The questionnaire should be designed to explore their expectations and levels of satisfaction about the hospital services. (14)
- Q.8** Services manager of a farmers Five Star hotel has opined that "Powerful adverting brings the customers to our gates, but what really convinces them to stay for long is the beautiful door we have at Entry Lobby and Guest Rooms". Discuss the essence of this statement. (14)

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