

CDOE
MASTER OF BUSINESS ADMINISTRATION (2013 COURSE)
M.B.A. Sem-IV : WINTER :- 2021
SUBJECT: SERVICES MARKETING

Day : Thursday
Date 24-02-2022

W-10000-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.

- 1) Attempt **ANY THREE** 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.
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SECTION – I

- Q.1** How do services and tangible goods differ from each other? Explain. (14)
- Q.2** Write an illustrative note on the role of services in growing economies like India. (14)
- Q.3** What is meant by servicescapes? Explain with suitable examples the elements of facilities exterior and facilities interior. (14)
- Q.4** Discuss in detail the pricing strategies used by service firms. Give examples. (14)
- Q.5** Write short note on **ANY TWO** of the following. (14)
- a) Promotion of services
 - b) Classification of services
 - c) Developing and managing customer service function
 - d) Services distribution

SECTION - II

- Q.6** Illustrate the relationship between service quality and customer satisfaction by citing suitable examples. (14)
- Q.7** What is meant by service blue print? Design a service blue print for a restaurant. (14)
- Q.8** Discuss on the channels of distribution for the following services : (14)
- a) Hospitality
 - b) Air transport service

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