

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
M.B.A. SEM - III : WINTER :- 2021
SUBJECT: SERVICES MARKETING

Day : Tuesday
Date 22-02-2022

W-21991-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 60

N.B.

- 1) Attempt **ANY THREE** questions from Section-I. Each question carries **10** marks.
- 2) Attempt **ANY TWO** questions from Section - II. Each question carries **15** marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer book.

SECTION - I

- Q.1** What are the characteristics of services? Discuss how service is the key differentiator for manufacturing industry.
- Q.2** What is service promotion mix? Explain the role of relationship marketing in promotion of services.
- Q.3** Discuss how customers are co-producers of services with a suitable example.
- Q.4** What are self-service technologies? Explain how it is useful in service marketing.
- Q.5** Write short note on **ANY TWO** of the following:
- a) Service quality and its importance
 - b) Service life cycle
 - c) Distribution strategies for services
 - d) Consumer Vs industrial services

SECTION - II

- Q.6** Design a pricing plan for the services of a travels company organizing domestic as well as international tours.
- Q.7** Develop a promotion mix for the service products of an insurance company operating in India.
- Q.8** Develop a system for monitoring and measurement of customer satisfaction for the services of an international chain of hotels.

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