

CDOE
MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE) (CBCS-2020 COURSE)
M.B.A. (E) SEM - III : WINTER :- 2021
SUBJECT: SERVICES MARKETING

Day : Tuesday
Date 22-02-2022

W-23806-2021

Time : 10:00 AM-12:00 PM
Max. Marks: 50

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Write an illustrative note on the role of services sector in the growth of Indian economy. **[10]**
- Q.2** What are the characteristics of services? Explain its implications for service marketers. **[10]**
- Q.3** Distinguish between goods and services. **[10]**
- Q.4** What are the different pricing strategies a service firm can use to further its business interests? **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Service guarantee
 - b) Strategies for managing the demand of services
 - c) Classification of services
 - d) Physical evidence

SECTION – II

- Q.6** As a service marketer, you are expected to design a service product for a high end hotel (hotel room for an overnight stay). Which add-ons will you give to your customer so as to make your product the best in this service category? Discuss. **[10]**
- Q.7** Recently, the government of India has given a major push to digital transactions in our country. In response to it many e-payment services have entered the market. As a marketer of an e-payment service, you are required to prepare a promotion plan to achieve the set goals and objectives. State your assumptions clearly, if any. **[10]**
- Q.8** A telecom service provider is experiencing a sharp decrease in its market share, revenue and in turn profit. As a service marketer of this firm, you are required to identify the service quality gaps by using gaps model. After identifying the gaps, suggest the ways to bridge such gaps. State your assumptions clearly if any. **[10]**

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