

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-III : WINTER : 2021**

**SUBJECT: SERVICES MARKETING**

**Day :** Tuesday  
**Date :** 08-02-2022

**W-22793-2021**

Time : 02:00 PM-04:00 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** Differentiate between goods and services. **[10]**
- Q.2** Write an illustrative note on service promotion. **[10]**
- Q.3** Explain how service marketers are managing the demand for their services. Give examples. **[10]**
- Q.4** What is meant by service blueprint? Discuss the components of a service blueprint in the context of a restaurant. **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Personal selling in services
  - b) Service profit chain
  - c) Classification of services
  - d) Service life cycle

**SECTION – II**

- Q.6** As a service marketer of a Tours and Travels Company, you are required to suggest suitable pricing strategies by keeping in mind the current business scenario. **[10]**
- Q.7** A renowned airline service provider is experiencing a sharp decline in its market share, revenue and in turn the profit. As a service marketer of this firm you are required to identify the service quality gaps by using the gap model of service quality. Explain, how you will bridge the quality gaps. **[10]**
- Q.8** What is meant by service guarantee? Design a suitable system for a transport service firm for handling the customer's complaints effectively. **[10]**

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