

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020
COURSE)

M.B.A. (H.R.) Sem-III : WINTER : 2021

SUBJECT: SERVICES MARKETING

Day : Tuesday
Date : 08-02-2022

W-22863-2021

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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