

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

**M.B.A. (HR) Sem-III :SUMMER- 2022**

**SUBJECT : SERVICES MARKETING**

Day : Tuesday  
Date : 14-06-2022

**S-22863-2022**

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** What are the different strategies a service marketer can use to manage the demand of services? Discuss. **[10]**
- Q.2** Explain, how services marketing differs from goods marketing. Give examples. **[10]**
- Q.3** Write an illustrative note on the characteristics of services. **[10]**
- Q.4** “The conventional marketing mix elements suffice the requirements of the services marketing”. Do you agree? Justify your answer. **[10]**
- Q.5** Write short notes on **ANY TWO** of the following: **[10]**
- a) Service recovery
  - b) Factors responsible for the growth of services sector in India
  - c) Service life cycle
  - d) Service encounter

**SECTION – II**

- Q.6** Design a service blue print for a domestic courier service. **[10]**
- Q.7** Off late it has been observed that many service providers are delivering the services at the customer’s door step. As a service marketer of a delivery services, you are required to suggest suitable pricing strategies. **[10]**
- Q.8** What is meant by physical evidence? Illustrate its need and importance in the context of a B-school. **[10]**

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