

**ADDITIONAL EXAM FOR SPORT STUDENTS
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : SERVICES MARKETING**

Day : Friday

Time : 02:00 PM-04:00 PM

Date : 20-01-2023

W-22793-2022

Max. Marks : 50

N.B.

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

- Q.1** What is meant by service quality? Describe the dimensions / determinants of service quality. (10)
- Q.2** What are the different pricing strategies service marketers can use to further their business interests? (10)
- Q.3** What meant by service blue print? Discuss the components of a service blue print. (10)
- Q.4** Write an illustrative note on service profit chain. (10)
- Q.5** Write short note on any **TWO** of the following: (10)
- a) Service encounter
 - b) Service guarantee
 - c) SERVQUAL
 - d) Physical evidence

SECTION - II

- Q.6** Explain how you will manage the demand and supply of services offered by a holiday resort situated in Kerala. (10)
- Q.7** Recently, one of the leading state road transport corporation suffered heavy losses due to an indefinite strike by its employees. As in-charge of this corporation, you are required to prepare a sales promotional plan so as to increase the business turnover and in turn profit. State your assumptions clearly if any. (10)
- Q.8** Explain how the service life cycle (SLC) stages influence the marketing mix decisions. Give examples. (10)

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