

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : WINTER- 2022
SUBJECT : SERVICES MARKETING

Day : Monday

Time : 02:00 PM-04:00 PM

Date : 19-12-2022

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 are the characteristics of services? Illustrate its implications for service marketers. (10)
- Q.2** Write an illustrative note on service life cycle (SLC). (10)
- Q.3** How does services marketing differ from goods marketing? Explain. (10)
- Q.4** What is meant by service blue print? Discuss the steps involved in preparing a service blue print. (10)
- Q.5** Write short note on any **TWO** of the following: (10)
- a) Strategies for managing the demand of services
 - b) Classification of services
 - c) Channels of distribution in services
 - d) Growth of services sector in India

SECTION - II

- Q.6** In a post pandemic situation the life is returning to normalcy and so does the business activities. Keeping this in mind you are required to prepare a sales promotional plan for a tours and travels company located in your city. (10)
- Q.7** What are the elements of service marketing mix? Discuss the importance of physical evidence for the following services: (10)
- a) Banking
 - b) Education
- Q.8** What is meant by personal selling? As a sales representative of a tours and travels company how you will handle the following objections raised by the prospective customer: (10)
- a) The prices are too high
 - b) I have deferred the plan my pleasure trip

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