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Total Number of Pages: 02

Course: MBA/MBAP  
Sub\_Code: 18MBA304A/18PTMBA503A

3<sup>rd</sup> / 5<sup>th</sup> Semester Regular/Back Examination: 2024-25

SUBJECT: Service Marketing

BRANCH(S): MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BA, FM, GM, HRM, IB, MM, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: R292

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

**Part-I**

**Q1 Answer the following questions: (2 x 10)**

- a) What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- b) Is packaging of service difficult? Justify your answer.
- c) Write the advantages of service recovery paradox.
- d) How remote encounter is different from face-to-face encounter?
- e) What do you mean by moments of truth?
- f) Differentiate between augmented service and potential service. Give example.
- g) What are the components of service marketing triangle? Sketch their relationship.
- h) What do you mean by zone of tolerance?
- i) What constitutes the service blueprint?
- j) Differentiate between standardization and customization.

**Part-II**

**Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)**

- a) The service scape creates a mood, an attraction or a desire to visit the service provider. Explain with examples.
- b) Explain the important characteristics of services with suitable examples. Discuss what challenges they pose to the service marketer.
- c) "Matching capacity and demand are difficult in Service Marketing as services cannot be stored". Explain different strategic approaches for Managing Supply and demand for services.
- d) What is single window service concept? Explain.
- e) Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services.

- f) What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict.
- g) Explain the process of service delivery by “Zomato”.
- h) The process of service delivery can be mapped with a flow chart or a service blueprint. Justify the statement in the context of preparing a Demand draft in a bank.
- i) Discuss the service provided by Government to its consumers through Direct Benefit Transfer and its impact on the consumer satisfaction.
- j) Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
- k) Explain the different types of intermediaries in service distribution channel.
- l) Why service provider link employee satisfaction and customer satisfaction to company’s profit? Justify the inter-relatedness with example.

### Part-III

#### Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** “Services are deeds, acts or Performances”. Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services. **(16)**
- Q4** What is SERVQUAL? Using this scale how can you measure and compare public and private hospitals of your city? Explain appropriate components of each scale. **(16)**
- Q5** Give important reasons behind the huge growth of service economy in India with justifications. **(16)**
- Q6** Companies often find pricing of services more difficult than pricing of goods. Why? Explain various approaches for pricing of services. **(16)**