

Total No. of Questions : 5]

P-3771

[6025]-49

S.Y. M.B.A.

304 - MKT : SC-MKT-03 : SERVICES MARKETING

(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

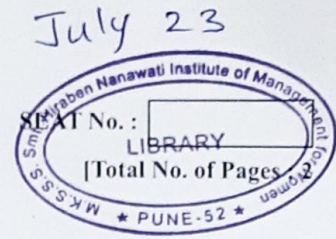
- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Include examples wherever necessary.
- 4) Draw neat and labelled diagrams wherever necessary.

Q1) Solve any five:

[5 × 2 = 10]

- a) Enumerate the elements of service scape.
- b) According to Parasuraman, Zeithaml and Berry, the most important determinant of service quality is:
  - i) Responsiveness
  - ii) Reliability
  - iii) Assurance
  - iv) Empathy
  - v) Tangibles
- c) List the steps in positioning of services.
- d) Define Service Encounter.
- e) The fact that a business traveller has one very positive check-in experience at a hotel and then a very negative check-in experience with different hotel employee on a subsequent visit is evidence of service.
  - i) Intangibility
  - ii) Inseparability
  - iii) Variability
  - iv) Perishability
- f) Recall key classification of services.
- g) List any four low contact services.
- h) Recall zone of Tolerance.

P.T.O.



**Q2) Solve any two:**

**[2 × 5 = 10]**

- a) Describe the four important phases of service process.
- b) Explain the concept of positioning of services and point out consequences of failure of positioning.
- c) Identify the elements of customer - driven services marketing strategy.

**Q3) Solve any one:**

**[1 × 10 = 10]**

- a) Determine the factors of servuction model.
- b) There is a trend of service delivery from high contact to low contact. Are service employees still important in low-contact services? Demonstrate your answer with suitable example.

**Q4) Solve any one :**

**[1 × 10 = 10]**

- a) Which issues create boundary - spanning problems for employees in a customer contact centre at a major internet service provider? List and appraise four common problems and indicate how you would mediate between operations and marketing to create a satisfactory outcome for all three groups - service provider company, Service employees and customers.
- b) Assess your last poor service experience outline service Recovery Process.

**Q5) Solve any one :**

**[1 × 10 = 10]**

- a) Develop a marketing mix strategy for online food retail store.
- b) Assume that you have been hired as a consultant to give advice to a 5-star Hotel. Appraise the utility of GAP Model to improve the service quality.





22 Feb 23

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

PA-3653

[5946]-309

M.B.A.-II

**304MKT-SC-03 : SERVICES MARKETING  
(2019 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Include suitable examples wherever necessary.
- 4) Draw neat labeled diagram wherever necessary.

**Q1)** Solve any five.

[5×2=10]

- a) Define services marketing with suitable example.
- b) List four characteristics of services.
- c) Recall and label 'service profit chain'.
- d) Describe the concept of 'customer lifetime value'.
- e) Identify any four types of services.
- f) Recall and label 'service marketing triangle'.
- g) List any four dimensions of SERYQUAL model.
- h) Describe 'Zone of tolerance'.

**Q2)** Solve any two:

[2×5=10]

- a) Differentiate between goods and services.
- b) Illustrate various positioning strategies for services with suitable examples.
- c) Explain 'Services recovery Process'

P.T.O.

**Q3) Solve any one.**

**[1×10=10]**

- a) Illustrate application of various bases of segmentation of services with suitable examples.
- b) Demonstrate the use of service marketing strategies for matching capacity and demand with suitable examples.

**Q4) Solve any one.**

**[1×10=10]**

- a) Appraise utility of GAP model of service quality.
- b) Analyse the role of extended marketing mix elements in services marketing.

**Q5) Solve any one.**

**[1×10=10]**

- a) Design service blueprint for airlines.
- b) Develop service blueprint for 5-star Hotel.