

Total No. of Questions : 5]

SEAT No. :

PC3045

[6380]-3009

[Total No. of Pages : 2

S.Y.M.B.A

304 MKT - SC - MKT - 03 : SERVICES MARKETING

(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any 5 questions.

[5×2=10]

- a) Define Services with example.
- b) Mention the need to study services Marketing.
- c) List the factors influencing customer satisfaction in services.
- d) Define Servicescape.
- e) Explain 'Internal Marketing' from service triangle.
- f) List the examples of services marketing opportunities in India.
- g) Define Customer Lifetime Value.
- h) List the elements of 'Service profit chain'.

P.T.O.

Q2) Solve any two.

[2×5=10]

- a) Explain the services classification in detail.
- b) Explain the role of automation & new technologies in services.
- c) Explain the need for extended marketing mix elements in services.

Q3) Solve any one.

[1×10=10]

- a) Interpret the various steps in SERVQUAL Model.
- b) Implementation of services marketing triangle with suitable example, Explain.

Q4) Solve any one.

[1×10=10]

- a) Examine the strategies for matching and adjusting service demand and service capacity.
- b) Compare High and low contact services with example.

Q5) Solve any one.

[1×10=10]

- a) Criticize the concept of 'Work from Home'.
- b) Sketch a service blue print for any of the following service.
 - i) Hotel
 - ii) Hospital
 - iii) Airlines
 - iv) Retail Store
 - v) Bank



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P7900

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[6118]-3003

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Q1) Solve any Five.

[5×2=10]

- a) What is services Blueprint?
- b) Explain briefly Service - Continuum.
- c) Define Service Profit Chain.
- d) Explain concept of GAP Model.
- e) List the impacts of service Failure.
- f) What is service encounter?
- g) List the characteristics of services.
- h) Define customer Life time value.

Q2) Solve any two.

[2×5=10]

- a) Illustrate the Services Marketing Triangle.
- b) Explain the Demand and Capacity concept.
- c) Explain the Services Marketing opportunities available in 20th Century.

[P.T.O]

Q3) Solve any one

[1×10=10]

- a) Demonstrate the bases of Segmentation strategy with real examples.

OR

- b) Explain the Services Marketing Mix?

Q4) Solve any one

[1×10=10]

- a) Criticize the concept of “Work from Home”.

OR

- b) Elaborate the Automation and New Technologies in Services.

Q5) Solve any one.

[1×10=10]

- a) Explain the importance of service Recovery. Also draft the services recovery strategies for Online Education academy.

OR

- b) Define the Services Blueprint process? Also sketch Diagram of service Blue print for Disney + Hotstar?

