

Total No. of Questions : 5]

PE5844

[6551]-820

Second Year M.B.A.

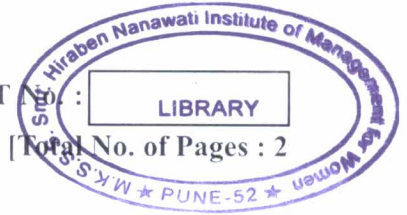
MKT-602-MJ : SC-MKT-01 : SERVICES MARKETING

(2024 Pattern) (Semester-III)

SEAT No. :

LIBRARY

[Total No. of Pages : 2



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*
- 3) *Make necessary assumptions, wherever required.*
- 4) *All questions carry equal marks*

Q1) Solve any 5 out of 8:

[5×2=10]

- a) Define Services marketing mix.
- b) How IoT play in improving service delivery ecosystem.
- c) List various service concepts.
- d) Define 'Zone of tolerance'.
- e) State Service classification.
- f) List four challenges faced by the retail services.
- g) Relate Service Encounter in High-Contact & Low-Contact services.
- h) List techniques of Positioning Services.

Q2) Solve any 2 out of 3:

[2×5=10]

- a) Explain the 'customer perception' and 'customer satisfaction' for service.
- b) Outline the significance of process design in services. Explain mapping of horizontal and vertical process.
- c) Compare services marketing segmentation from goods marketing segmentation?

P.T.O.

Q3) Solve (a) or (b): [10]

- a) Services have evolved as value contributors. Construct your answer with the help of factors responsible for growth of the services sector.
- b) Identify how TOFU, MOFU, BOFU help marketers target customers effectively.

Q4) Solve (a) or (b): [10]

- a) A Restaurant receives multiple complaints about slow service. The owner wants to position it in new geographic location with a different positioning. Examine challenges for STP of services, in the modern era.
- b) Inspect the main reasons for including the element of 'people' in the marketing mix for services? Discuss.

Q5) Solve (a) or (b): [10]

- a) Asses how the SERVQUAL model help in improving customer satisfaction in the Hospitality industry?
- b) A startup offering online education wants to differentiate itself from competitors. Justify marketing strategies based on innovations in service delivery and technology, automation, augmented reality and virtual reality in services.

