

**C-4063**

**Sub. Code**

**31043A**

**M.B.A. DEGREE EXAMINATION**

**INDUSTRY INTEGRATED**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Fourth Semester**

**SERVICES MARKETING**

**(2017 onwards)**

Duration: 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the types of service marketing?
2. What do you mean by service continuum?
3. Define Benchmarking.
4. Define Perception.
5. What is Blue printing?
6. Name a few design elements.
7. What is Service Recovery?

8. Define Queuing System.
9. What is positioning?
10. Write a short note on Targeting.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the nature and importance of service economy.

Or

- (b) Elaborate the characteristic features of services.

12. (a) Explain the various quality gap in service delivery.

Or

- (b) Explain the role of information in service marketing.

13. (a) What is new service development? Discuss the process of new service development.

Or

- (b) Explain the role of employees in service delivery.

14. (a) What are the strategies for managing demand in service? Explain.

Or

- (b) How do you build service relationship? Explain.

15. (a) Explain the Bitner's Services cape model.

Or

(b) Explain the key drivers for increasing globalization of services.

**Part C**

(3 × 10 = 30)

Answer any **three** questions. Either (a) or (b).

16. (a) Explain challenges and issues in services marketing with reference to India.

Or

(b) Define services and explain the classification of services. Also elaborate on how they differ from products.

17. (a) Explain the various quality tools available in Service Marketing.

Or

(b) How technology will change the nature of customer service and service offerings? Discuss.

18. (a) Tourism plays an important role in nation economy. What strategies would you suggest for the growth of tourism in service industry?

Or

(b) Discuss the marketing strategies adopted in education services in India.