

C-6465

Sub. Code

31043A

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**Fourth Semester**

**Industry Integrated**

**SERVICES MARKETING**

**(2017 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer all questions.

1. What do you mean by 'intangibility'?
2. What is meant by quality of service?
3. What do you understand by 'consulting marketing'?
4. Comment on 'customer service processes'.
5. Write a note on 'service marketing triangle'.
6. State the meaning of 'service scope'.
7. Write a short note on 'external marketing'.
8. What is 'healthcare service'?
9. Define 'heterogeneity'.
10. Comment on 'Customer Perception'

**Part B**

(5 × 5 = 25)

Answer all questions.

11. (a) Why has the services sector grown rapidly in recent years?

Or

- (b) Enumerate the nature and determinants of customer's expectations of service.

12. (a) Explain the different types of users in tourism services.

Or

- (b) What are differences between goods and services?

13. (a) Explain the different service quality dimensions.

Or

- (b) Discuss the various classifications of services.

14. (a) What are the gaps that can occur in service design and delivery? Suggest way to close the delivery gap.

Or

- (b) Explain consumer behavior in service search, experience and credence properties.

15. (a) Describe Employees State Insurance.

Or

- (b) Write the importance of Globalization of services.

**Part C**

(3 × 10 = 30)

Answer all questions.

16. (a) Suggest suitable service marketing mix strategies to promote Indian hotels, and tourism to the global standard. Justify.

Or

- (b) Describe the causes of customer gaps in service quality.

17. (a) Enumerate the strategies to follow when demand and capacity cannot be matched.

Or

- (b) Describe the characteristics of services, and their marketing implications.

18. (a) Explain the 7 P's of Service Marketing mix with examples.

Or

- (b) How customers judge the five dimensions of service quality? Explain with examples.