

MBA (Sem. - 3rd/4th)
SERVICES MARKETING
SUBJECT CODE : MB - 603
Paper ID : [C0125]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Give the definition of services. Are services an economic activity.
- b) Discuss the impact of liberalization of services in India.
- c) What do you understand by Post-Purchase evaluation of services?
- d) Give the difference between perception of service quality and customer satisfaction.
- e) How can we measure customer satisfaction.
- f) Explain the pricing strategy for mobile service provider.
- g) What do you understand by Customer Lifetime Value. Explain.
- h) Describe the four levels of Retention strategies.
- i) Define service culture. Can a manufacturing firm have a service culture.
- j) Discuss the importance of customers in successful delivery of service.

Section - B

(4 × 10 = 40)

Q2) Give the difference between Desired Service and Adequate Service. Give example and explain why Desired Service expectations are more stable than Adequate Service expectations.

Q3) Define and explain the five dimensions of Service Quality. Discuss the difference between perception of service quality and customer satisfaction.

- Q4)** Describe the four levels of Retention strategies giving examples of each type. Think of a service organization to which you are loyal and give reasons for your loyalty.
- Q5)** Why is it important for a firm to have a strong recovery strategy. Design an ideal service recovery strategy for a bank.
- Q6)** Describe the four basic Waiting Line Strategies in detail and give an example of each one.
- Q7)** Design the Segmentation, Targeting, Positioning and Marketing Mix for an Insurance and Banking firm. Use an example in your explanation.

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