

Roll No.

Total No. of Questions : 7]

[Total No. of Pages : 02

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) Differentiate between services and customer service.
- b) How is technology changing the nature of services?
- c) Explain how culture affects the consumer decision making process in services.
- d) What is customer satisfaction and why it is important.
- e) How can the gap between customer's expectations and perceived service be resolved?
- f) How can we position services.
- g) Discuss how relationship marketing is different from traditional marketing.
- h) What do you understand by customer profitability segmentation. Explain.
- i) Describe the services marketing triangle.
- j) Discuss the customer's role as a contributor to service quality and satisfaction.

Section - B

(4 × 10 = 40)

- Q2) Discuss the stages involved in the consumer decision making process and evaluation of services.
- Q3) Define service quality. Explain the SERVQUAL scale given by Parasura man, Zeithaml and Berry.
- Q4) Discuss the steps involved in market segmentation? What challenges the service organizations face in segmentation. Explain the concept of customer profitability segmentation.
- Q5) Discuss in detail the causes behind service switching. What are the various types of service Gaurantees that can be offered by the companies to recover customers.
- Q6) What do you understand by Physical evidence explain the elements of Physical evidence. Choose a service organization and collect all forms of physical evidence that the organization uses to communicate with its customers.
- Q7) Design the segmentation, Targeting, Positioning and Marketing mix for Hotel chain in India. Use an example in your explanation.

