

Unit-III

6. What are the different stages involved in creating the service product? What are different ways of adding value to service product?
7. What factors affect pricing of services? What pricing strategies are more prevalent in service organizations?

Unit-IV

8. Critically examine the formulation of service marketing strategies for travel and tourism industry.
9. Write notes on the following :
 - (a) E-Services
 - (b) Online consumer behavior

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M.B.A. 2 Yr. 3rd Sem. (N.S.)

Batch 2011-2013

Examination- December, 2016

Service Marketing

Paper-MBA-323

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt all eight parts of the question in Section-A. Attempt **four** questions selecting **one** question from each unit in Section-B. All questions carry equal marks.

Section-A

1. Answer the following :

(a) Define service.

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- (b) What do you mean by 'service economy'?
- (c) What is customer satisfaction?
- (d) What do you mean by 'customer portfolio'? <http://haryanapapers.com>
- (e) What do you mean by positioning a service in the market?
- (f) Briefly describe any two challenges in distribution of services.
- (g) What are public utility services?
- (h) Identify any four challenges in financial services marketing.

Section-B

Unit-I

2. (a) Three characteristics of a hotel business are intangibility, variability and perishability. What implications do each of these three characteristics have in managing a hotel? Explain with examples.

- (b) "Growth in services is at the expense manufacturing sector of the economy." Do you agree with the statement? Discuss.

3. Why is product marketing mix not sufficient for services marketing mix? Explain in detail all the marketing mix of service marketing.

Unit-II

4. (a) How are customers' expectations formed? Explain the difference between desired and adequate service levels.
(b) What do you understand by service encounter? What are its types? Exemplify.
5. What gaps can occur in service quality? If you were the manager of a service organization and wanted to apply the 'gaps model of service quality' to improve services, which gap would you start with? Why? In what order would you proceed to close the gaps?