

12091

MBA 4th Semester 2nd Year Examination,

May-2018

SERVICE MARKETING

Paper-17IMG24GM2

Time allowed : 3 hours]

[Maximum marks : 80

Note : The question paper is divided into two sections. Section-A comprises eight short answer type questions (carrying two marks each) which is compulsory and should not exceed 50 words normally. Section-B comprises eight questions (two from each unit). The students shall be required to attempt any four, selecting at least one question from each unit. All questions carry equal marks.

Section-A

1. Write short notes on the following :
 - (a) Explain the nature of services.
 - (b) What are the unique characteristics of services ?
 - (c) Give an example of expanded marketing mix.
 - (d) What is Market Segmentation ?
 - (e) What is the need of new service development ?
 - (f) What is meant by SERVQUAL ?
 - (g) What is the need for positioning of services ?
 - (h) Define Service failures.

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[P.T.O.]

Section-B**Unit-I**

2. Explain the classification of services and emergence of service economy.
3. Briefly explain the distinctive characteristics of services and growth in service industry.

Unit-II

4. Explain service market segmentation and targeting with a suitable example.
5. How will you develop the service positioning strategies and mechanism for handling complaints ?

Unit-III

6. Discuss the stages in new service development process.
7. How will you develop service positioning strategies ? Explain.

Unit-IV

8. How will you formulate service marketing strategy for Professional Services ?
9. What do you mean by the Self-service technologies ? Explain.

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