

Roll No. ....

**12091**

**MBA 2 Year 4th Semester  
Examination – July, 2020**

**SERVICE MARKETING**

**Paper : 17IMG24GM2**

*Time : Three hours ]*

*[ Maximum 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 examination.*

**Note :** Attempt *five* questions in all. All questions carry equal marks.

1. Write short notes on : 2 × 8 = 16

- (a) Service Marketing Mix
- (b) Distinguish between Product and Services
- (c) Value Addition
- (d) Service Recovery
- (e) Customer Loyalty

12091-1650-(P-3)(Q-9)(20)

P. T. O.

- (f) Branding of Services
- (g) Online Consumer
- (h) Travel Services
2. Define the concept of service marketing. Discuss the characteristics of services. 16
3. Discuss the role of service in a developing economy like India. 16
4. Write short notes on : 8 + 8 = 16
- (a) Customer Loyalty
- (b) Service Encounters
5. Discuss the SERVQUAL model in detail. 16
6. Write short notes on : 8 + 8 = 16
- (a) Positioning a service in the market
- (b) Pricing the service
7. Discuss the role of employees and intermediaries in service industry. 16

8. Discuss the special issues in e-services. 16
9. How will you formulate marketing strategies for health services ? 16
-