

**K-853**

Total Pages : 3

Roll No. ....

**MS-505**

**SERVICE MARKETING**

Master of Business Administration (MBA)

4th Semester Examination, 2023 (Dec.)

**Time : 2 Hours]**

**Max. Marks : 70**

**Note :** This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

**SECTION–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Describe the components of the Service marketing mix.
2. Describe the reasons for the growth of service sector in India. Discuss the contribution of the service sector in the Indian economy.
3. How are customers' expectations formed? Explain the difference between desired service and adequate service with reference to a service experience you've had recently.
4. What is service recovery? Why is the concept of recovery more important in services than in goods? To what extent is service recovery possible?
5. How can the concept of service quality be implemented in companies? Give examples.

## **SECTION-B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. The demand for services tends to be more elastic than the demand for goods. Do you agree? Explain.

2. Service consumers tend to be more brand loyal than goods consumers. Do you agree? Why?
  3. Why is market segmentation important to service firms?
  4. How does the nature of service affect the opportunities for globalization?
  5. Why is targeting the 'right customers' so important for successful customer relationship management?
  6. What do you mean by service detection? How is this process undertaken?
  7. Discuss the role of employees in the service delivery process.
  8. What do you mean by intangibility? Explain this concept with reference to marketing of services.
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