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Total Pages : 4

Roll No. -----

MS-505

Service Marketing

Master of Business Administration (MBA)

4th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O.

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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.

[2x19=38]

- Q.1. “The globalization of service marketing has transformed industries worldwide.” Examine the impact of globalization on service marketing strategies, focusing on adapting to cultural differences, technological advancements, and global competition.
- Q.2. Define service recovery and service guarantee. Why are they critical for service marketing, and how do they help build customer loyalty?
- Q.3. “How does the internet’s role drive the emerging trends in service marketing? Explain how these trends impact industries like e-commerce and tourism.”

- Q.4. Outline the key components of creating, delivering, and designing service development. How do these components relate to the physical evidence and process in services marketing.
- Q.5. Explain the concept of service blueprinting and its importance in service design. How does it help organizations identify potential failure points and improve service delivery? Provide a detailed example of a service blueprint.

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.

[4x8=32]

- Q.1. What is the role of positioning in service marketing?
Give an example of a service brand with a strong positioning strategy.

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- Q.2. “Services possess unique characteristics that differentiate them from tangible products.” List and explain these characteristics, providing examples to illuminate how they impact service marketing strategies.
- Q.3. Critically analyze the application of dynamic pricing strategies in service industries.
- Q.4. Explain the role of assurance as a dimension in service quality. Why is it crucial in industries like healthcare and banking?
- Q.5. What is the role of the internet in emerging trends in service marketing?
- Q.6. What are the unique challenges of marketing services to diverse customer groups, and how can these challenges be addressed?
- Q.7. How do service providers use branding to address the intangibility of services? Provide an example from the consulting or tourism sector.
- Q.8. What does the term “perishability” mean in the context of service marketing? Provide one example.
