

A-1374

Total Pages : 3

Roll No.

MS-505

Master of Business Administration (MBA)

Service Marketing

Examination February, 2026

Time : 2:00 Hrs.

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 (2×19=38)

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.

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(1)

P.T.O.

1. Explain the concept of the service marketing mix and evaluate its role in developing effective service marketing strategies.
2. Discuss the segmentation, targeting and positioning approach in services and explain with the help of examples.
3. Discuss the determinants of service quality and assess the applicability of the SERVQUAL model in measuring service quality.
4. Discuss the concept of service failure and propose effective strategies for developing a robust service recovery framework.
5. Discuss in detail the emerging trends in service marketing and explain how the use of internet has made advertising of services cost effective.

Section–B

Short Answer Type Questions (4×8=32)

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.

1. Define customer relationship management (CRM) and explain its relevance in the services sector.
2. Discuss the points that should be kept in mind while designing strategies for effective service marketing.
3. Discuss service quality management.
4. Discuss the strategic importance of blueprinting in designing service delivery systems.
5. Examine the role of employees in the service delivery process.
6. Discuss the role of e-Commerce in marketing of services.
7. What is physical evidence in service marketing ? How does physical evidence influence customer satisfaction ?
8. What is meant by yield management ? List down the challenges faced on its implementation.
