

A-742

Total Pages : 3

Roll No.

MS-505

SERVICE MARKETING

Master of Business Administration (MBA)

4th Semester Examination, 2024 (June)

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.

1. What are the main tools service firms can use to analyze and address service quality problems ?
2. Discuss the impact of regulatory factors on the marketing of services in India. Why is there greater regulation for services than for goods ?
3. Discuss the role of pricing in service marketing. What are the functions of pricing in services ?
4. What trends do you see emerging in services marketing and how do you anticipate adapting to them ?
5. Describe the scope and context of services marketing in the tourism and hospitality industry.

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.

Note :- Briefly discuss any *four* (04) of the following :

1. What is Service Marketing ? Explain its basic characteristics.
2. A service is rented rather than owned. Explain what this statement means and use examples to support your explanation.

3. Why is customer loyalty an important driver of profitability for service firms ?
4. Describe factors that influence customer expectations of service.
5. How can positioning help managers better understand and respond to competitive dynamics ?
6. Explain the process of service differentiation.
7. Discuss the service-quality gap model.
8. What do you mean by inseparability ? What are its implications for marketers of services ?
