

A-0759

Total Pages : 4

Roll No.

MS-505

Master of Business Administration (MBA)

(Service Marketing)

Examination, June 2025

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. What is the role of service marketing in the modern economy Discuss the unique characteristics of services and their implications for marketing strategies, using examples from industries like banking, telecom, and healthcare.
2. Discuss the significance of understanding customer expectations and perceptions in service marketing. How do these factors influence service quality and customer relationship management ? Provide examples to illustrate your points.
3. “Service quality is a critical aspect of service marketing, with tools like the SERVQUAL model providing a framework to measure and improve it.” Discuss the critical dimensions of the SERVQUAL model and explain how businesses can use this model to address service quality issues.
4. Evaluate the strategic issues in marketing of financial services. How do service guarantees, recovery mechanisms, and internal marketing strategies play a role in ensuring customer satisfaction and retention ?
5. List and explain the different aspects of yield management in service marketing. How does it help businesses manage demand and optimize resources ?

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. “Services are intangible, making it challenging for customers to evaluate them before purchase.” Analyze how this characteristic affects customer decision-making and service promotion.
2. “Internal marketing plays a significant role in aligning employees with service strategies.” Explain the concept of internal marketing and its importance in creating employee engagement and ensuring consistent service quality.
3. What are customer-defined service standards, and why are they important ?
4. What is the difference between service recovery and service guarantee ? Why are they essential in services marketing ?

5. Discuss the critical components of strategic marketing management for services.
6. What is the significance of physical evidence in differentiating service offerings ? Provide an example.
7. Define servicescape and explain its role in customer perception.
8. Evaluate the impact of digitalization on the service marketing mix (7Ps).
