

2018

MBA

3rd Semester Examination

SERVICE MARKETING

(Specialisation : Marketing Management)

PAPER—M-302/306

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Answer All Questions.

1. Answer any eight questions : 8×5

- (a) How do you manage the intangibility problem with reference to marketing of services ?
- (b) State the reasons for growth of the service sector.

(Turn Over)

- (c) Explain the characteristics of services.
- (d) How does convenience cost affected on pricing decisions for services ? Explain with a suitable example.
- (e) What do you mean by "Zone of Tolerance" ? Explain schematically.
- (f) Why is the 'people' element of the marketing mix so important in services marketing ?
- (g) Explain the reason behind the standardization in services.
- (h) Describe the stages of new service development.
- (i) Explain the importance of Customer Relationship Management in Service Industry.
- (j) Explain service marketing triangle concept.
- (k) Write a short note on customer as co-producer of Service.

- (l) Prepare a design to effectively distribute teleshoping service.

2. Answer any *four* questions : 4×10

- (a) What are service quality gaps ? How will you reduce it ?
Explain with a hypothetical example. 10
- (b) What do you mean by Service blue print ? What are the steps involved in preparing Blue Print ? 10
- (c) Write in detail the factors involved in Design and Development of service marketing system in an organisation. 10
- (d) What is remote service encounter ? Why is remote service encounter getting high importance in the marketing of services ? Discuss with suitable example. 4+6
- (e) What are 7P's of service marketing ? What is physical evidence ? What are the types of it ? What are the elements of it ? 3+7

- (f) What is Basic Service Package ? Explain the issues involved in the development of BSP. 10

[Internal Assessment : 20 Marks]
