

MBA 3rd Semester Examination, 2019

SERVICE MARKETING

PAPER – MBA-302/306 (M)

Full Marks : 100

Time : 3 hours

The figures in the right hand margin indicate marks

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

Illustrate the answers wherever necessary

GROUP—A

Answer any **eight** questions : 2 × 8

1. What do you mean by Service marketing ?
2. What is zone of tolerance ?
3. What is 'moment of truth' ?

4. What are the alternative pricing strategies you would recommend to a service organization? Discuss.
5. Explain the positioning of services in competitive markets.
6. Briefly discuss about internal marketing.
7. What is customer satisfaction in services marketing?
8. What is interactive marketing? Give an example.
9. State the significance of service blue printing.
10. What are service quality gaps? How will you reduce it?
11. What is differentiated marketing? Give an example.
12. Write any two differences between goods and services marketing.

(3)

GROUP--B

Answer any **eight** questions : 4 × 8

13. Describe briefly the concept of services marketing triangle.
14. How is technology changing the nature of services ?
15. How can the gap between customer's expectations and perceived survive be resolved ?
16. Explain why services tend to be harder for customer to evaluate than goods ?
17. Discuss the customer's role as a contributor to service quality and satisfaction.
18. What is Service Encounter ? State the various type of service encounter.
19. What is the nature of Service Marketing ? Discuss briefly.

20. Why is it important to measure and monitor customer satisfaction and service quality ?
21. Pricing of services is more flexible than pricing of goods-discuss.
22. 'Complain is a gift' in marketing of services— Justify your answer.
23. Schematically explain the concept of 'perceptual Mapping' in services marketing.
24. Discuss the role of non-monetary costs in pricing decisions for services.

GROUP—C

Answer any **four** questions : 8 × 4

25. Define service quality. Explain the SERVQUAL scale given by Parasuraman, Zeithaml and Berry.

26. Discuss in detail the causes behind service switching. What are the various types of service Guarantees' that can be offered by the companies to recover customers ?
27. Distinguish between Goods marketing and Services marketing.
28. Write in detail the factors involved in Design and Development of service marketing system in an organization.
29. Explain extended Ps in Service marketing with reference to the Tourism sector.
30. Briefly explain the characteristics of a good service guarantee. Formulate a service guarantee for a mutual fund service provider.

[*Internal Assessment*—20 Marks]
