

MBA 3rd Semester Examination, 2023

MBA

(Services Marketing)

PAPER – MBA-307B (New)

Full Marks : 80

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

GROUP – A

Answer any **eight** questions : 5 × 8

1. What do you mean by services ? What are the different categories of services ? 2 + 3

2. How do you manage customers' desire service expectations ? Discuss briefly, different components of it with suitable examples. 2 + 3

3. What measures can be taken to bridge the gap between customer expectations and perceived satisfaction ?
4. What do you mean by interactive marketing ? Discuss its importance in marketing of services. 2 + 3
5. 'Customer expectations must be managed for maintaining sustainable growth of an organization'-Discuss, how do you manage consumer expectations during Prepurchase Phase ?
6. How does convenience cost effect on pricing decisions for services ? Explain with a suitable example.
7. 'Situational factors impacted heavily on consumers' adequate service expectations' – Illustrate your answer with suitable examples.
8. What is Moment of Truth (MOT) ? Mention different Types of MOTs. 2 + 3

9. Pricing of services is more flexible than pricing of goods-discuss.
10. What are the components of the marketing mix for healthcare services ?
11. Discuss briefly the concept of 'Script Theory' in marketing of services.
12. Write a short note on 'Expectancy-Disconfirmation Theory'.

GROUP – B

Answer any **four** questions : 10 × 4

13. What do you mean by Service Encounters ?
'The uses of digital service encounters are becoming the main weapon of interaction in marketing of services'-Illustrate your answer mentioning different types of digital service encounters. 3 + 7

14. 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 ? 5 + 5
 15. What do you mean by service recovery ? Why is service recovery important ? Discuss with suitable examples.
 16. "Customer expectations are not fulfilled in services" – Enumerate your answer with example.
 17. What do mean by perceived risk of consumers ? Discuss briefly various strategies adopted by the service marketers to reduce consumers' perceived risks.
 18. Why is remote service encounter getting high importance in the marketing of services ? Discuss with suitable examples.
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