MBA 3rd Semester Examination, 2024

MBA

(Service Marketing)

PAPER — MBA-307B

Full Marks : 100

Time : 3 hours

Answer **all** questions

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 :   8 × 5

1. "Marketing of services are more difficult than goods marketing because of its some unique characteristics" ? Discuss those characteristics that makes marketing of services difficulties.

2. Discuss with suitable examples the People Processing and Mental stimulus Processing services.

3. What do you mean by 'service guarantee' ? Discuss briefly the basic characteristics of an effective service guarantee.

4. Discuss with suitable examples how modern technology like chatbot, virtual assistance ensures service quality.

5. What are the key factors that leads service design and standard gaps in marketing of services.

6. Explain the expanded marketing mix for services with suitable examples.

7. How does 'perceived value' impact customer readiness to pay premium price for a service ?

(*Continued*)

8. Discuss with suitable examples the different types of service encounters that uses to enhancing customers satisfaction.

9. What are the primary challenges service marketers encounter when setting service prices using the cost-based pricing method ?

10. Explain in brief, the need of logistics in services.

11. 'The future of service marketing lies in empowering customers through self-service technologies.' Illustrate this statement, providing example from banking industry.

12. Write a short note on 'Service Excellence'.

GROUP—B

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

13. What role does customer play in managing the quality of services ? Explain with examples.

14. Schematically discuss the various dimensions of service flowers and their impacts on desiging effective service marketing strategy.   5 + 5

15. Define the 'Service Triangle'. How does the service triangle ensure alignment between customer expectations and employee performance ? Illustrate with suitable examples. 3 + 7

16. Discuss the impact of service failure on customer loyalty and brand reputation. How can effective recovery mitigate these impacts ?

17. Design a Service Blueprint for a restaurant business service and identify the physical evidence, customer actions and support processes.

(Continued)

18. Critically analyze the challenges of managing the demand and supply of services with suitable examples.

[Internal Assessment — 20 Marks]