

2025

MBA 3rd Semester Examination

MBA

Paper : 307 B

[Services Marketing]

Full Marks : 100

Time : Three Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Group - A

Answer any *eight* questions : 5×8=40

1. What do you mean by core services? How is it different from supplementary services? Discuss with suitable example. 2+3
2. Discuss with suitable examples the concept of mental stimulus processing services.
3. What do you mean by 'Normative Should' customer expectation? How does customer expectation form through 'Normative Should' expectation? 2+3
4. Identify and discuss any two major challenges faced by the Indian service sector in the technology era.

P.T.O.

(2)

5. Discuss with suitable example when and how standard gap of services generated.
6. What is service triangle? Discuss its significance in marketing of services. 1+4
7. What do you understand by the term "Moment of Truth"? Give an example from any service industry. 2+3
8. Discuss the major drivers for the tourism industry to go in for CRM system.
9. Define a loyal customer ladder. How can firms move customers upward on this ladder?
10. 'Price as an indicator of service quality' — Justify.
11. What is the role of employees in service delivery? Mention any two ways to motivate frontline staff. 3+2
12. Write a short note on 'Zone of Tolerance'.

Group - B

Answer any *four* questions : 10×4=40

13. What do you mean by 'Service Quality'? What are the major dimensions do you consider to measure quality of a service? Discuss with a hypothetical example.
14. Define Service Encounter. Give a brief account with suitable examples, on digital service encounters that services organization use for marketing of services.

(3)

15. 'Service marketing mix comprises by three additional Ps out of which People is one of them' — Discuss the role of people in terms of employee and customer in marketing of services with suitable example.
16. Evaluate the Gaps Model of Service Quality and suggest managerial measures to bridge each service quality gap.
6+4
17. What is service blueprint? Explain the different components of service blueprint with the help of diagram.
18. Examine the concept of Service Excellence. Discuss how effective service recovery and loyalty programs help in retaining and reclaiming customers.
3+7

Internal Assessment : 20 marks
