

NEW

2015

MBA 3rd Semester Examination

SERVICE MARKETING

(Specialisation : Marketing Management)

PAPER—M-302

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

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

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 5×8

- (a) Why is marketing of services difficult ?
- (b) How will you fulfill Customer Expectation ?

(Turn Over)

- (c) Explain the impact of information technology in marketing of services with reference to globalization.
- (d) Write a note on remote service encounter.
- (e) What do you mean by physical evidence in marketing of services ? Explain with example.
- (f) State the major parameters of an effective service guarantee.
- (g) Discuss with an example the roles of customer in services.
- (h) "Complains are gift in marketing of services" — Explain.
- (i) Write a brief note on "Zone of Tolerance".
- (j) Discuss the an importance of relationship marketing in promoting services.
- (k) Explain the service design model adopted in any service industry of your choice.
- (l) Write a note on e-services with suitable example.

2. Answer any *four* of the following : 10×4

- (a) What do you mean by marketing of services ? Explain the components of marketing mix of services from the view point of Tourism services. 3+7
- (b) What do you mean by service blue printing ? Discuss with example the basic steps of building an effective service blue print. 4+6
- (c) Explain the factors affecting a pricing policy of services.
- (d) What do you mean by service recovery ? Discuss various service recovery strategies. 4+6
- (e) Schematically explain the concept of Service Gap model. What would be your recommendation to minimise these gap for 'Banking services' ? 6+4
- (f) "Demand variation is a common phenomena in services" — Justify. How do you manage demand variations in marketing of services ? 4+6

[Internal Assessment : 20]