

MBA 3rd Semester Examination, 2022

SERVICE MARKETING

PAPER – MBA-M-302/306

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

- A. Answer any *eight* questions from the following : 5×8
1. "The scope of marketing of services are increasing rapidly" -Do you agree ? If so, justify your answer with suitable examples.
 2. 'Without physical evidence customers do not convince with the service provider' -Illustrate your answer with examples.

(Turn Over)

3. What are the importance of employees in the marketing of services ? Explain with an example.
4. How can customer participate in service creation and service delivery ?
5. Why is relationship marketing important in the marketing of services ?
6. What is meant by complaint handling ? State the procedure for handling customer complaints. 1 + 4
7. What do you mean by customer gap ? How do you minimize this gap as a service marketer ? 2 + 3
8. What are the elements of service encounters ? List out its types with examples. 1 + 4
9. Why is it important to measure and monitor customer satisfaction and service quality ?
10. What are the types of service guarantees in service marketing ? Explain them in brief.

11. 'Price is an indicator of service quality'-enumerate your answer with suitable examples.

12. Why delivering excellent services to the business is important ?

B. Answer any *four* questions from the following : 10 × 4

13. 'Without blueprint it is hardly possible to offer the smooth and best services to the customer'-discuss the different components of service blueprint of any service with the help of a diagram.

14. 'Intangibility nature of services makes lot of challenges in marketing of services'-What are the challenges faced by the service marketers ?

15. Define term service quality. Explain the various components of SERVQUAL scale given by Parasuraman, Zeithaml and Berry with respect to banking services. 2 + 8

16. Why do customers switch service providers ?

Can you do anything as a marketer to prevent the customers from switching ? 4 + 6

17. 'Service marketers should have designed an effective recovery strategy for customer loyalty'-Discuss the importance of service recovery with a suitable example.
18. Explain briefly the extended Ps in Service marketing with reference to the Tourism sector.

[*Internal Assessment – 20 Marks*]
