

12646

**MBA 2 Yr. 3rd Semester New Scheme
2019-20**

Examination – March, 2021

SERVICES MARKETING

Paper : 20IMG23GM3

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A is *compulsory*. Attempt *one* question from each Unit in Section – B. All questions carry equal marks.

SECTION – A

1. (a) What is meant by SERVQUAL ? 2 × 8 = 16
- (b) Define the wheel of loyalty.
- (c) What are e-services ?
- (d) Define the four I's of services.

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- (e) Explain the term 'Servicescape'.
- (f) What are information-processing services ?
- (g) Differentiate between peripheral and essential evidence.
- (h) What are search attributes ?

SECTION – B

UNIT – I

2. Define services. How marketing of services is different from those of goods ? Discuss the elements of marketing mix for the services. 16
3. Discuss in detail the health-care services available in India. What factors have contributed to the growth of this sector ? 16

UNIT – II

4. Why is it important for a service firm to have a strong service recovery strategy ? Design an ideal service recovery strategy. 16
5. Write short notes on : 16
 - (a) Types of service encounters.
 - (b) Building customer relationships in services.

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UNIT – III

6. Discuss the steps involved in developing a new service. 16
7. What are the elements of a service-blue print ? Discuss the benefits of service-blue printing. 16

UNIT – IV

8. What are service channels ? Discuss the challenges faced by service marketers in distributing the services. 16
 9. Discuss the role of customers in service-marketing. 16
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