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MBA

(SEM-IV) THEORY EXAMINATION 2017-18

MARKETING OF SERVICES

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Be precise in your answers.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. What is customer expectation?
b. What are the differences between Product and Services in Marketing?
c. Services have redefined economy. Comment.
d. What is service blue print
e. Explain different levels of services.
f. What are the various approaches to services target market selection?
g. How you Classify the services?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. Elaborate the steps involved in service product planning.
b. "Technology has changed the rule of the game in service marketing." Critically comment.
c. Both buyers and sellers seek relationship. Elaborate.
d. What is customer expectation? What is GAP theory in this regard?
e. What is the role of service delivery in marketing of services? Explain.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a) Discuss the marketing mix strategies related with insurance sector. Explain with suitable examples.
(b) What are the constituents of service marketing system? Explain with suitable example of service with which you are familiar.

4. Attempt any *one* part of the following: 7 x 1 = 7

(a) "Simultaneous production and delivery of service leads to numerous operational issues in service marketing." As a manager of an organized food retail store, what specific steps would you take to minimize the implications on your business arising out of this?
(b) What do you mean by service quality? How is service quality measured? Answer in special reference to mobile servicing industry.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a) What are the main reasons for the growing share of the service sector in all major economics of the world?
(b) Write a short not on future of Hospitality sector for promoting the tourism for India.

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6. Attempt any *one* part of the following: 7 x 1 = 7

(a) To what extent is word - of – mouth publicity important for services? Explain with suitable examples. How it can be applied for education sector?

(b) What is CRM? What is the role of customer satisfaction in success of service marketing?

7. Attempt any *one* part of the following: 7 x 1 = 7

(a) How pricing of service is different than the pricing of the products? What are the driving forces which influence the pricing of services? Explain with an example.

(b) What tools are available for aiding our understanding of customer responses and for guiding the design and improvements of service environments?

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