

R – 2499

**M. B. A. (Fourth Semester)
EXAMINATION, May/June, 2015**

Paper – MK – 04

SERVICE MARKETING

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 28

Note– Attempt all questions.

- . Attempt any *five* questions. (Not more than 50 words each)– 2 each
- (a) What do you mean by positioning of services ?
- (b) What is a service ?
- (c) What is physical evidence ?
- (d) What is intangibility of services ?
- (e) How to measure customer satisfaction ?

(f) What is meant by productivity in services ?

(g) What is service encounter ?

(h) What is moment of truth ?

(i) What is GAP model of service quality ?

(j) What is Gronous Perceived service Quality model ?

Unit - I

Describe the four characteristics of SERVICES which distinguish the marketing of services from marketing of physical products. Justify your answer with suitable examples. 15

Or

Review each of the different ways in which services can be classified. How would you explain the usefulness of these systems to the manager of a health and fitness center ?

Unit - II

Choose a service company you are familiar with and show how each of the seven elements (7Ps) of integrated service management applies to the company. 15

Or

Describe three additional Ps that apply to services. Take suitable examples from educational and health services.

Unit - III

4. Explain in details various items used for analysis, study and measurement of service quality, as highlighted in SERVQUAL instrument developed by Parasuram Zeithaml.. and Berry (PZB) team. <http://www.jiwajionline.com> 15

Or

Write notes on any two of the following three-

- (a) Internal marketing
- (b) Interactive Marketing
- (c) Use of pricing to modify Demand for services.

Unit - IV

5. Describe the benefits of Relationship Marketing to service provider Firm and also to their consumers. Also explain with just one example the concept of customer value. 15

Or

What are the marketing mix elements for Hotel and Financial services ? Describe.

<http://www.jiwajionline.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से