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Question Paper Code : X 85110

M.B.A. DEGREE EXAMINATIONS, NOV./DEC. 2020
Elective
BA 5006 – SERVICES MARKETING
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Define service economy.
2. What do you mean by 'Tangibility Spectrum'?
3. What do you mean by service positioning?
4. What is market segmentation?
5. What is service blue print?
6. Write a short note on service life cycle.
7. What is price bundling?
8. What is meant by integrated service marketing communication?
9. Define service strategies.
10. Write a short note on customer relations in services marketing.

PART – B

(5×13=65 Marks)

11. a) Explain the characteristics of service.

(OR)

- b) What distinguishes service offerings from customer service? Provide specific examples.

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12. a) Explain how services are classified with suitable examples.
(OR)
b) “Extended elements are required in the marketing mix apart from the 4 P’s for successful service marketing” – Discuss.
13. a) Explain in detail the dimensions captured in SERVQUAL to measure service quality.
(OR)
b) Explain in detail the gaps in service quality model.
14. a) Discuss the role of pricing in the marketing of services and identify the factors that impact pricing decision.
(OR)
b) Elaborate on the various channels of service delivery. Discuss the role of employees in effectively delivering a service.
15. a) Critically evaluate the marketing strategies adopted by any one of the major players in the financial services sector in India.
(OR)
b) Discuss Service marketing opportunities in the hospitality and tourism sector.

PART – C

(1×15=15 Marks)

16. a) Assume that you are a multiproduct service company that wants to grow through adding new services. Describe a logical process you might use to introduce a new service to the marketplace. What steps in the process might be most difficult and why? How might you incorporate service blueprinting into the process?
(OR)
b) Assume that you are a manager of a health club. Discuss general strategies you might use to maximize customers positive perceptions of your club. How would you know if you were successful ?
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