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Reg. No. :

**Question Paper Code : 10132**

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Elective

BA 4011 — SERVICES MARKETING

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the term service Economy.
2. Is services Intangible in nature.
3. What are the opportunities in service marketing?
4. What is service market segmentation.
5. What are New services?
6. What is services blue print?
7. What is service delivery?
8. What is service Demand Management?
9. Brief on Tourism service.
10. What is logistics in service.

PART B — (5 × 13 = 65 marks)

11. (a) Briefly explain about the challenges and issues in Service Marketing.

Or

- (b) How service sector contributes to the growth of an economy?

12. (a) Enumerate on service marketing Mix.

Or

(b) What are the different factors for service market segmentation.

13. (a) Enumerate on a service blue print with an example.

Or

(b) Why it is difficult to measure quality in services?

14. (a) Enumerate on integrated marketing communication.

Or

(b) Explain in detail about the major components of service design.

15. (a) Which services are included in public utility services?

Or

(b) How will you formulate service marketing strategies for Health sector?

PART C — (1 × 15 = 15 marks)

16. (a) Analyse the service quality is measured is used.

Or

(b) Analyse the various techniques used to resolve the service quality gap?