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Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)

M.B.A. (Fourth Semester) Regular Examinations, April - 2026

23MBAPC24004 - Service Marketing



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Identification of any four characteristics of services as seen in E-commerce services.	CO1	K1
b. Illustration of two examples showing perishability in seasonal services.	CO2	K2
c. Definition of consumer psychology along with an explanation of its role in service marketing, supported by examples.	CO3	K2
d. Description of a few marketing strategies applied in hospitality and public services.	CO4	K2
e. Discussion on the gap between customer expectations and customer perceptions, find its causes.	CO5	K2

PART – B

(5 x 10 = 50 Marks)

Answer **all the** questions

	Marks	CO #	Blooms Level
2. a. Find out of the gap between customer service aspirations and actual service delivery in today's market.	5	CO1	K3
b. Examine the role of service industries in economic development and employment generation.	5	CO1	K3
OR			
c. Design a comprehensive service blueprint for an insurance company, covering the entire process from lead generation to understanding customer psychology, identifying customer motivations, addressing product perception, and concluding with the customer's purchase of the insurance policy.	10	CO1	K4
3. a. Examination of how event management companies implement human resource development and training programs to enhance service quality, with real-world examples of improved customer experience and operational efficiency.	6	CO2	K3
b. Analysis of how service organizations implement strategies to balance demand and supply in real market conditions, with examples from any sector to manage peak and off-peak periods effectively.	4	CO2	K3
OR			
c. Analyse how to applies 7Ps of service marketing mix to enhance customer satisfaction and improve market competitiveness, in banking sector.	5	CO2	K3
d. Discuss the role of employee training in hospitality services for the maintain attractive ambiance.	5	CO2	K3
4. a. Analysis of how an airline uses the SERVQUAL model to assess and improve service quality across check-in, boarding, in-flight service, and customer support.	10	CO3	K3
OR			
c. Define service segmentation. A gym wants to cater to different types of customers based on their fitness goals, workout preferences, age, diet plan and lifestyle. Evaluate segmentation strategies used in the fitness and gym industry.	10	CO3	K2

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| 5. a. | A food delivery platform promises fast delivery and accurate orders but frequently gets complaints about late deliveries and wrong items. Identify gaps between promise and delivery, analyze causes of dissatisfaction, and recommend corrective strategies. | 6 | CO4 | K3 |
| b. | Describe how online learning platforms can design personalized learning paths for students based on their interests, performance, and learning pace, with examples. | 4 | CO4 | K2 |

OR

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| c. | A bank advertises 24/7 customer support and quick loan approvals, but customers frequently report delays and unclear information. Identify the communication gaps between the bank and its customers, analyze the causes, and recommend strategies to bridge these gaps. | 5 | CO4 | K3 |
| d. | Identify examples of customer dissatisfaction in healthcare services, such as long waiting times, miscommunication, or inadequate care, and recommend practical solutions to address these issues. | 5 | CO4 | K3 |
| 6. a. | Explain how customization can be designed according to customer preferences in the automobile sector. Provide examples of personalized features, models, and service options offered by car manufacturers or dealerships. | 5 | CO5 | K2 |
| b. | Design a Customer Relationship Management (CRM) approach for a retail shopping sector to enhance customer loyalty, improve service personalization, and manage customer interactions effectively. Explain the strategies, tools, and processes involved. | 5 | CO5 | K4 |

OR

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| c. | CASE STUDY | 10 | CO5 | K4 |
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Swift Care Hospital is a multi-specialty healthcare provider located in a metropolitan city. The hospital has recently expanded its facilities, including a new outpatient department, online appointment booking system, and teleconsultation services. Despite these improvements, the hospital has received several patient complaints regarding long waiting times, miscommunication from staff, and delays in lab reports.

The hospital management wants to improve overall patient satisfaction, enhance service quality, and retain loyal patients. They are considering implementing strategies such as staff training, a better appointment scheduling system, a Customer Relationship Management (CRM) approach, and patient feedback mechanisms.

Questions

1. Identify three major service gaps in Swift Care Hospital using the SERVQUAL model.
2. Analyze the causes of patient dissatisfaction in the hospital.
3. Recommend strategies to improve service quality, including how CRM and staff training can be used effectively.
4. Suggest ways to manage patient expectations and enhance perceived service quality.

End of Paper