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Total Number of Pages: 01

MBA
MGT405A

4th SEMESTER BACK EXAMINATION 2016-17
SERVICES MARKETING

Branch: MBA

Time: 3 Hours

Max Marks: 70

Q.Code: Z770

Answer Question No.1 compulsory and any five from the rest.

The figures in the right hand margin indicate marks.

- Q1 Answer briefly the following questions:** (2 x 10)
- a) Differentiate between augmented service and potential service
 - b) What are the components of service triangle?
 - c) What is zone of tolerance?
 - d) Write the various forms of service encounter.
 - e) Write the elements of services marketing mix.
 - f) How branding can play an instrumental role in marketing of services?
 - g) What is Basic service package (BSP)?
 - h) Define SERVQUAL.
 - i) Differentiate between service quality and experienced quality.
 - j) What is the importance of service blueprinting?
- Q2** State and explain the emerging challenges faced by the services industry in India. Describe briefly the impact of liberalization of services in India. (10)
- Q3** Why services fail? Suggest a few strategies to be adopted by the companies to recover the failed services. (10)
- Q4** Companies often find pricing of services more difficult than pricing of goods. Why? Explain various approaches for pricing of services. (10)
- Q5** Why do service companies show greater concern for demand management? Explain various demand situations and suggest suitable management approaches to tackle them. (10)
- Q6** Design a CRM program for marketing of banking services. Illustrate with the example of a Leading private bank. (10)
- Q7** If you were the manager of a service organization and wanted to apply the gaps model to Improve service, which gap would you start with? Why? Explain with the gap model. (10)
- Q8 Write short notes** (5x2)
- a) Health Tourism
 - b) Moment of Truth