

Roll No. ....

Exam Code : J-19

Subject Code—0319

**M.B.A. EXAMINATION**

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

MARKETING OF SERVICES

(Common with PG Diploma in  
Marketing Management)

MM-411/PGDMM-106

*Time : 3 Hours*

*Maximum Marks : 70*

**Note :** Attempt *Five* questions in all. Select *one* question from each Unit in addition to compulsory Q. No. 1. All questions carry equal marks.

1. Attempt seven short questions. Each carries 2 marks (compulsory) :
  - (a) Define service classification

- (b) What is customer expectation of services ?
- (c) Define service recovery.
- (d) What is service blue-printing ?
- (e) Define customer defined service standards.
- (f) What is Employees' role in service delivery ?
- (g) What are financial services ?

### **Unit I**

- 2. What is the emergence of service economy ? Discuss challenges of service business.
- 3. Explain service marketing mix. Discuss Gap model of service quality.

### **Unit II**

- 4. Why consumer' behaviour need to understand for delivery effective services ? Discuss with examples.

- 5. Discuss elements in an effective service marketing research programme. How they help in building customer relationships ?

### **Unit III**

- 6. What is aligning service design and standards ? Explain new service development process.
- 7. Discuss meaning of Physical evidence and types of services. Explain guidelines for physical evidence strategies.

### **Unit IV**

- 8. Explain delivery services through intermediaries and electronic channels. How they improve services ?
- 9. What are the strategies for matching capacity and demand ? Discuss also key service communication challenges.