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SEAT No. :

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M.B.A

MARKETING MANAGEMENT SPECIALIZATION

403 (MKT): Services Marketing

(2013 Pattern) (Semester-IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer five questions.*
- 2) *All questions carry equal marks.*

Q1) a) Define and explain the term 'services'. Describe the importance of services marketing.

OR

b) Explain the financial and economic impact of service.

Q2) Write short notes on any two:

- a) Service Quality
- b) SERVQUAL
- c) GAP model.

OR

Elaborate the nature of complaining behaviour and handling customer complaints.

Q3) a) What is the concept of service delivery? Identify the aspects of service delivery.

OR

b) What is service design? Describe the process of service Design.

Q4) a) Explain the service's role in service Delivery. Describe the strategies to manage it.

OR

b) What is the concept of physical evidence? Explain the elements of physical evidence.

P.T.O.

Q5) a) What are the problems in service marketing due to intangibility characteristics.

OR

b) What are the importance of BPO industry in maintaining client relationship.

