

No. of Printed Pages : 03

Roll No.

CC-369

M.B.A. EXAMINATION, Dec. 2018

(Third & Fourth Semester)

(Old Scheme) (Re-appear Only)

MM-02

SERVICE MARKETING

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

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P.T.O.

Unit I

1. (a) What are the distinctive marketing challenges before marketer in marketing of service ? 7
(b) Which aspects of consumer behaviour are similar and which are different for services versus goods. 7
2. What is the difference between desired and adequate service ? Why would a service marketer need to understand both types of service expectations ? 14

Unit II

3. (a) Elaborate the steps involved in service product planning. 7
(b) Discuss the challenges in designing the communication mix for services. 7
4. (a) Explain the factors involved in pricing of Services. 7
(b) Discuss the challenges in distribution of services. 7

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Unit III

5. (a) Why are service employees critical to the success of any organization ? 7
(b) Discuss the customer's role as co-producer of the services. 7
6. (a) Describe the two basic strategies for matching supply and demand. Give at least *two* specific examples of each. 7
(b) Explain different service process re-designs. 7

Unit IV

7. (a) Discuss the benefits to a company of having an effective service recovery strategy. 7
(b) What do you mean by CRM ? Explain CRM life-cycle. How does CRM help in building customer loyalty ? 7
8. Write short notes on the following : 7+7
(a) Synergy in service organization
(b) Measuring service quality.

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