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Roll No. ....

**CC-369**

**M. B. A. EXAMINATION, May 2017**

(Third Semester)

(Re-appear Only)

MM-02

SERVICE MARKETING

*Time : 3 Hours]*

*[Maximum Marks : 70*

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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.

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

(3-46/11)M-CC-369

**P.T.O.**

### **Unit I**

1. What are the unique characteristics of services ? Differentiate between goods and services with help of suitable examples. **14**
2. “Service encounters are moments of truth for service organizations.” Comment. **14**

### **Unit II**

3. List the benefits and challenges of each-agents, franchising and electronic channels in distributing services. **14**
4. Explain the following :
  - (a) Branding services products. **7**
  - (b) Objectives and foundations for price setting. **7**

### **Unit III**

5. How can the perception of the waiting time be minimized ? Also, elaborate the alternative queue configurations. **14**

6. (a) How to get right human resource in services firms ? **7**
  - (b) List the strategies to match capacity and demand. **7**

### **Unit IV**

7. What are the levels of services performance in firms ? What are the key dimensions that can be used to measure how far a firm has progressed toward reaching the status of a service leader ? **14**
8. Write short notes on the following :
  - (a) Service Recover Strategies **7**
  - (b) Service quality. **7**