

No. of Printed Pages : 3

Roll No. ....

**18CC2009**

**M.B.A. EXAMINATION, May 2019**

(Third Semester)

(C. Scheme) (Re-appear)

MM01C

SERVICES MARKETING

*Time : 3 Hours]*

*[Maximum Marks : 75*

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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.

(4-07/21) M-18CC2009

**P.T.O.**

### **Unit I**

1. Define Services. Describe the reasons for the growth of service market. What are the unique characteristics of services ? **15**
2. (a) What is meant by search, experience and credence attributes ? **7.5**  
(b) Explain the different types of expectations. **7.5**

### **Unit II**

3. Discuss the various types of pricing approaches. What is the relationship between cost, price and value ? **15**
4. Explain the following service distribution strategies : multi-site distribution, multi-service distribution, multi-segment distribution and franchising. **15**

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**2**

### **Unit III**

5. Discuss the service personnel issues that must be effectively managed. **15**
6. What is GAPS model of service quality ? List various gaps and suggest strategies for bridging those gaps. **15**

### **Unit IV**

7. Elaborate the various forms of demand and capacity interfaces. How can service capacity be adapted to match variations in demand ? **15**
8. Explain the following :
  - (a) Service guarantee **7.5**
  - (b) Relationship tools and strategies. **7.5**

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**3**

**230**