

DSC-139

M.B.A. (FT) IVth Semester (New/Ex.) Examination, 2020

Service Marketing

Paper - FSM-4

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. Why 4 p's of marketing mix framework becomes inadequate in services marketing? Explain. Discuss the characteristics of services.
2. What is meant by search, experience and credence attributes? How do they influence consumer Behaviour?
3. Explain the concept of Product levels. What are the various types of pricing approaches?
4. What is the concept of servicescape? Explain how it can influence a customer?
5. Briefly discuss the dimensions of service quality. Explain various gaps of service quality and suggest strategies for bridging those gaps.