

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DW-414

M.B.A. (F.T.) IVth Semester (N/X)

Examination, 2022

Service Marketing

Paper - FSM-4

Time : 3 Hours]

[Maximum Marks : 80

Note :- Attempt all the questions.

SECTION - 'A'

Short Answer Type Questions 4×8=32

Note :- Attempt any four questions. All questions carries 8 marks.

1. Discuss service marketing and its characteristics in detail.

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2. Elaborate the term zone of tolerance in consumer behaviour.

3. Explain service life cycle with suitable example.

4. Briefly discuss factors involved in pricing a service product.

5. Why customer play a major role in services Explain.

6. What do you understand by service profit chain.

7. Explain the concept of quality in services.

8. Discuss the methods of measuring customer satisfaction.

SECTION - 'B'

Long Answer Type Questions 16×3=48

Note :- Attempt any three questions. All questions carry 16 marks.

9. Explain service marketing mix and its importance for service organisations. <https://www.onlinebu.com>

10. Discuss the promotion objectives for services and tools of promotion in detail.

11. Discuss service quality models to achieve desired quality in services.

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12. What do you understand by service escapes, also discuss the role and approaches of service escape.

13. Write short note on any two of the following

- (a) Service Marketing triangle
- (b) Moment of truth
- (c) Role of Internet in distribution

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