

**DQ-12**

**M.B.A. IV<sup>th</sup> Semester (New/Ex.)**

**Examination, 2019**

**Service Marketing**

**Paper - FSM-4**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**SECTION - 'A'**

**8×4=32**

**Short Answer Type Questions**

**Note :- Attempt any Four questions from this section. Each Carries 8 Marks.**

1. "Explain the characteristics of Services.
2. What do you understand by Service Triangle? Why it is Important?
3. Discuss the role and importance of internet in distribution of services.
4. Write short note on :
  - (a) Zone of Tolerance
  - (b) Customer Expectations
5. Explain the different stages of Product life cycle in services.
6. Briefly discuss the importance of Physical Evidence in services.

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**7. Discuss the five dimensions of Service Quality.**

**8. What do you understand by Service Escape ? Explain with the help of exemple.**

**SECTION - 'B'**

**16×3=48**

**Long Answer Type Questions**

**Note :- Attempt any Three questions from this section. Each question carries 16 marks.**

**Discuss the role of Service Sector in Indian Economy. what factors are responsible for the growth of service sector in India ?**

**1. Explain the Phases of Consumer Buying Behaviors of services.**

**How does culture affect the consumer buying behaviour ?**

**1. Discuss the various tools usefull for the promotion of services.**

**2. What is Service faliure ? Explain the various methods of service recovery.**

**13. Briefly discuss the role of service employees of customer in Production and Consumption of service.**

**DQ12**

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