

Roll No.

Total No. of Questions : 13]

[Total No. of Printed Pages : 3

DY-301

M.B.A. Plain/M.B.A. Mkt. Mgt./ Mkt. & Sales

Mgt. (F.T.) IVth Semester

(Reg./Ex./ATKT) Examination, 2023

"Service Marketing"

Paper - MM-8/FMS-8

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. Each questions carries 8 marks.

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(1)

P.T.O.

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1. How is technology changing the nature of customer service and service offerings ?
2. What is the meaning of Physical Evidence in Services ? Explain with suitable examples.
3. Differentiate between goods and services.
4. Explain the scope of service Marketing.
5. What is "Service Marketing Triangle" ?
6. What are the differences between desired service and adequate service ?
7. Explain the following :
 - (a) Zone of Tolerance
 - (b) Moment of Truth
8. Briefly describe the four provider gaps that are the underlying causes behind the customer gap.

SECTION - 'B'

Long Answer Type Questions 3×16=48

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

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9. Explain the role of service sector in Indian Economy. Discuss its importance in developing economy like India.
10. Analyse the different elements of marketing mix of services. Give suitable Indian examples.
11. How will you plan to promote the following services.
- (a) An event management company
 - (b) A Gym
 - (c) A newly opened Restaurant
12. What are the stages in service life cycle ? How can they be managed. Explain with suitable examples.
13. What is GAPS model of services quality ? Discuss the various gaps and suggest strategies for bridging those gaps.

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