[6118]-3003

S.Y.M.B.A.

304 MKT-SC-MKT-03 : SERVICES MARKETING
(Revised 2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions are compulsory.*

2)   *Figures to the right indicate full marks.*

3)   *Include examples wherever necessary.*

4)   *Draw neat and labelled diagrams wherever necessary.*

Q1) Solve any Five.   **[5×2=10]**

a)   What is services Blueprint?

b)   Explain briefly Service - Continuum.

c)   Define Service Profit Chain.

d)   Explain concept of GAP Model.

e)   List the impacts of service Failure.

f)   What is service encounter?

g)   List the characteristics of services.

h)   Define customer Life time value.

Q2) Solve any two.   **[2×5=10]**

a)   Illustrate the Services Marketing Triangle.

b)   Explain the Demand and Capacity concept.

c)   Explain the Services Marketing opportunities available in 20th Century.

Q3) Solve any one   **[1×10=10]**

   a)   Demonstrate the bases of Segmentation strategy with real examples.

<center>OR</center>

   b)   Explain the Services Marketing Mix?

Q4) Solve any one.   **[1×10=10]**

   a)   Criticize the concept of "Work from Home".

<center>OR</center>

   b)   Elaborate the Automation and New Technologies in Services.

Q5) Solve any one.   **[1×10=10]**

   a)   Explain the importance of service Recovery. Also draft the services recovery strategies for Online Education academy.

<center>OR</center>

   b)   Define the Services Blueprint process? Also sketch Diagram of service Blue print for Disney + Hotstar?

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