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SEAT No. :

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Second Year M.B.A.

MKT-602-MJ : SC-MKT-01 : SERVICES MARKETING

(2024 Pattern) (Semester-III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicates full marks.*
3) *Make necessary assumptions, wherever required.*
4) *All questions carry equal marks*

Q1) Solve any 5 out of 8: **[5×2=10]**

a) Define Services marketing mix.

b) How IoT play in improving service delivery ecosystem.

c) List various service concepts.

d) Define 'Zone of tolerance'.

e) State Service classification.

f) List four challenges faced by the retail services.

g) Relate Service Encounter in High-Contact & Low-Contact services.

h) List techniques of Positioning Services.

Q2) Solve any 2 out of 3: **[2×5=10]**

a) Explain the 'customer perception' and 'customer satisfaction' for service.

b) Outline the significance of process design in services. Explain mapping of horizontal and vertical process.

c) Compare services marketing segmentation from goods marketing segmentation?

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Q3) Solve (a) or (b): **[10]**

a) Services have evolved as value contributors. Construct your answer with the help of factors responsible for growth of the services sector.

b) Identify how TOFU, MOFU, BOFU help marketers target customers effectively.

Q4) Solve (a) or (b): **[10]**

a) A Restaurant receives multiple complaints about slow service. The owner wants to position it in new geographic location with a different positioning. Examine challenges for STP of services, in the modern era.

b) Inspect the main reasons for including the element of 'people' in the marketing mix for services? Discuss.

Q5) Solve (a) or (b): **[10]**

a) Asses how the SERVQUAL model help in improving customer satisfaction in the Hospitality industry?

b) A startup offering online education wants to differentiate itself from competitors. Justify marketing strategies based on innovations in service delivery and technology, automation, augmented reality and virtual reality in services.



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