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Total No. of Questions : 5]

SEAT No. :

PF-5724

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M.B.A.

MKT 602 MJ : SERVICES MARKETING

(2024 Pattern) (Semester - III)

Time : 2 ½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*
3) *Make necessary assumptions, wherever required.*

Q1) **Solve any five of the following:** **[10]**

a) What is Service Quality?

b) Explain the term service system.

c) Meaning & concept of service blueprint.

d) Explain the term Internet of Things (IoT) in service ecosystems.

e) What is service positioning?

f) Explain need for study of services marketing.

g) What is service encounter?

h) What is customer churn?

Q2) **Solve any two of the following:** **[10]**

a) Explain the ethical practices in the service sector.

b) Compare Goods & Services with table of differentiation.

c) Enlist Five Gaps of GAP Model.

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Q3) **Answer any One :** **[10]**

a) In the change scenario of market moving from offline to online, how service sector has evolved from the perspective of various e-services?

OR

b) Analyse the role of extended marketing mix elements in services marketing.

Q4) **Answer any One :** **[10]**

a) Illustrate application of various bases of segmentation of services with suitable examples.

OR

b) Identify and explahi service encounters in service marketing with the help of example.

Q5) **Answer any One :** **[10]**

a) Analyze the impact of technology on services marketing. How have advancements in technology transformed the way services are delivered, and what challenges and opportunities does this present for service providers?

OR

b) Outline the five dimensions of service quality in the SERVQUAL model. How do these dimensions contribute to assessing and improving service quality?

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