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Total No. of Pages : 01

Total No. of Questions : 08

**MBA (Sem.-4)**  
**SERVICE MARKETING**

**Subject Code : MBA-906**

**M.Code : 71380**

**Date of Examination : 27-07-21**

**Time : 2 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

**1. Attempt any FIVE question(s), each question carries 12 marks.**

1. Differentiate between Core and Supplementary Services. Enlist the features that distinguish goods from services and how each would impact the marketing of restaurants or eating joints.
2. Enumerate various reasons for the growth in the service economy, with suitable examples. Describe the concept of Service marketing triangle.
3. What is Service blueprint? Discuss the strategic considerations for differentiation and obtaining sustainable distinctive competence for service marketing. Explain with suitable illustrations.
4. Discuss what a fitness gym or weight loss organization needs to do first to develop strategies for addressing customer involvement in its service delivery?
5. Outline the steps involved in new service design and development process by giving suitable examples.
6. What are the gaps that could occur in service quality? Suggest ways to reduce such quality gaps, with examples.
7. Suggest some suitable Service marketing communication strategies, elaborate with illustrations.
8. What factors should be kept in mind while deciding the price of a service? Discuss alternative pricing strategies, with examples.

**Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.**

**Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.**

**Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.**