Registration No :

Total Number of Pages : 01

MBA
MGT405A

4th Semester Back Examination 2018-19
SERVICES MARKETING
BRANCH : MBA
Time : 3 Hours
Max Marks : 70
Q.CODE : F589
Answer Question No.1 which is compulsory and any FIVE from the rest.
The figures in the right hand margin indicate marks.

Q1 **Answer the following questions :** **(2 x 10)**
  a) How do you define Physical Evidence?
  b) State the elements of a Service triangle.
  c) How can you explain Servicescape?
  d) How do you explain Health Tourism?
  e) Why Service Blueprint is required?
  f) Lay down some ITES in Tourism Industry.
  g) State the need of CRM practices in Service marketing.
  h) Define Packaging of Services.
  i) Why Customers are also treated as Competitors?
  j) How Explicit Services can be defined?

Q2 **a)** Analyze the 7 Ps of Services Marketing. **(5)**
  b) How do you apply them in a Corporate Hospital? **(5)**

Q3 **a)** State SERVQUAL with proper analysis. **(5)**
  b) Use SERVQUAL to measure the quality of service rendered in a B-School. **(5)**

Q4 **a)** Explain Service Encounter in detail. **(5)**
  b) What are the elements in this respect in case of passenger transportation by road? Exemplify your answer. **(5)**

Q5 **a)** Why is there Service Failure? Detail out your answer. **(5)**
  b) Explain it from the example of Kingfisher Airlines. **(5)**

Q6 Design a Promotional Mix for a major event soon to take place in your city. Give reasons for doing so. **(10)**

Q7 Examine the role of Competitors in any service industry. Do give your justification with example(s). **(10)**

Q8 **Write short answer on any TWO :** **(5 x 2)**
  a) Hospitality Industry vis-a-vis Service Providers.
  b) Entertainment Industry (Movies in specific) vrs. 7 Ps.
  c) "Fly by Night Service Providers practice Transaction marketing." Justify.