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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2015 to 2017) (Sem.-4)

SERVICES MARKETING

Subject Code : MBA-906

M.Code : 71380

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. **SECTION-B** consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. Discuss the growth of service sector economy.
2. What are the challenges of service design?
3. What are the Services marketing communication strategies?
4. How service providers manage the demand and supply of services?
5. How physical evidence is important for service sector?
6. How customer perceptions are different from expectation?

SECTION-B

UNIT-I

7. What are the characteristics of services? How we can classify the services?
8. Describe the service marketing mix. Explain it with suitable example.

UNIT-II

9. What are the marketing strategies for Managing relationship and building loyalty?
10. What is new service development? Discuss the process of new service development.

UNIT-III

11. Highlight the customer citizenship behaviour. Discuss the channels for delivering services through intermediaries and electronic channels.
12. What are the strategies to deliver quality services? Discuss waiting line strategies integrated.

UNIT-IV

13. Describe pricing of services. What are the pricing approaches for service sector?
14. Discuss the service quality and productivity. What are integrated gaps model of service quality?

SECTION-C

15. Case Study :

Keeping pace with economic growth of this country, the housing loan has been becoming a most lucrative and large marketable product of banking and non-banking financial institutions. ICICI, HDFC, SBI, PNB Banks are the leaders of house loans in Andhra region. It is observed that of late there is a mismatch between demand for and supply of house loans in this region with increasing demand for and less of supply of this financial service.

You are required to :

- a) List out common causes of this mismatch between demand and supply in India.
- b) Explain the strategies to match them.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.