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Question Paper Code: 6313493

M.B.A. DEGREE EXAMINATIONS, NOV/ DEC 2024

Third Semester

Master of Business Administration
P23BAEM4 - SERVICES MARKETING
(Regulation 2023)

Time: Three Hours

Maximum: 100 Marks

Answer ALL questions

PART – A

(10 x 2 = 20 Marks)

1. What do you mean by the term service economy?
2. Compare and Contrast services with tangible products.
3. Define service marketing.
4. Explain expanded marketing mix.
5. What do you mean by service life cycle?
6. Identify various measures in service quality.
7. What do you mean by positioning of services?
8. Define the term service channel.
9. What do you mean by healthcare services marketing?
10. Explain any two strategies to be adopted in Tourism.

PART – B

(5 x 16 = 80 Marks)

11. (a) Explain the unique characteristics of services. (16)

(OR)

(b) Discuss the challenges and issues in services marketing. (16)

12. (a) Analyze how environmental trends affect the service marketing opportunities and propose strategies to address them. (16)

(OR)

(b) Explain the service market segmentation, targeting and positioning. (16)

13. (a) Discuss the GAP Model of service quality. (16)

(OR)

(b) Explain the SERVQUAL techniques in service marketing. (16)

14. (a) Discuss the service marketing triangle and its importance. (16)

(OR)

(b) Explain the integrated service marketing communication. (16)

15. (a) Elaborate the services marketing strategies for health and hospitality. (16)

(OR)

(b) Evaluate the marketing of online services and how it's helpful in today's business. (16)

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