

**Service Marketing**  
**Paper: MM – 403**

**Time: Three Hours**

**Max. Marks: 70**

**Note:- Attempt any FIVE questions in all. Question no. 1 is compulsory. All questions carry equal marks.**

1. Write short notes on:-
  - (a) Intangibility dimension of services
  - (b) Hospitality industry
  - (c) Five examples of non-profit services
  - (d) Prevalence of branding in services
  - (e) Customer involvement in services
  - (f) Service differentiation
  - (g) No shows
2. Discuss in detail unique characteristics of services and what challenges they pose before service marketers?
3. Discuss service classification in detail citing relevant examples.
4. What is interactive marketing and what are its benefits? What kind of skills boundary spanners need to possess in order to have satisfying interactions with customers?
5.
  - (a) What dimensions of consumer behavior are of importance to insurance marketers?
  - (b) What are the strategies for matching service demand with supply?
6. Why quality management is supposed to be the biggest challenge before marketers? Explain.
7. What do you mean by employee empowerment and what are its benefits? How a service organization can successfully move towards employee empowerment?
8. Write short notes on any two:
  - (a) Challenges in service product development
  - (b) Five ways to enhance service productivity
  - (c) Service recovery management
  - (d) Relationship marketing