

MMS/M08
Service Marketing
Paper : MM-403

7563

Time : Three Hours]

[Max. Marks : 70

Note :- Attempt **FIVE** questions in all. First question is compulsory. All the questions carry equal marks.

1. Write short notes on the following:-
 - (i) Goods- Services classification
 - (ii) Physical Evidence and its relevance in Service marketing.
 - (iii) Three Dimensions of Service Management Trinity.
 - (iv) Service Differentiation.
 - (v) Inseparability of Services as a Marketing challenge.
 - (vi) Packing and its relevance for services.
 - (vii) Employee Empowerment.
2. 'Service Sector's contribution to the Indian economy has been immense in recent years. Do you agree? Justify your answer with relevant facts and figures.
3. 'Unique characteristics of Service make its marketing a challenging task'. Comment. How these challenges can be overcome by the markets?
4. 'External marketing has to be supplemented with internal marketing and interactive marketing in Service Sector'. Comment. Also discuss various internal marketing strategies that can be employed by service employers.
5. Comment on the various customers' relations to a service failure. What recovery strategies can be adopted by the marketers to overcome service failures?
6. 'Too much emphasis on productivity may hamper Service Quality.' Do you agree? Comment. Also pin-point the 'GAP' model of Service Quality.
7. Discuss the various stages involved in the consumer decision making process. What can be done by service marketers in different stages to outshine their competitors and get customers privilege?
8. 'Relationship marketing is the essence of Service Sector.' Comment. Also pin-point various relationship marketing strategies that can be employed by service marketers.