

Roll No. ....

Total Pages: 2

13776

MMS/M-15  
SERVICE MARKETING  
Paper-MM-403

Time Allowed: 3 Hours]

[Maximum Marks: 70

Note: Attempt any eight questions each from Unit-I carrying 5 mark each. Attempt any 3 questions from Unit-II carrying 10 marks each.

**Unit-I**

1. What factors can be attributed to the growing influence of service sector in the Indian economy?
2. What gaps exist in the service quality as per the GAP model?
3. Why is it tough to measure Service productivity?
4. What differentiation strategies can be used by the marketers to differentiate their services? Give examples.
5. What kind of relationship exists in between service quality and Productivity?
6. What benefits are brought by relationship marketing to the firm practicing the same and its customers?
7. Using suitable examples, pin-point some of the positioning planks used by Indian Service Companies.
8. What role does physical evidence play in service sector?
9. Discuss the concept of Service profit chain.
10. What are the various interactive point for customers in Interactive Marketing?

**PART-B**

11. How do you visualize Indian business environment for Globe Marketers post make in Indian campaign? Also give your on the current environment as it exists for Globe service Marketers.
12. What problems are posed by unique characteristics of services to service Marketers? Also give some live illustrations wherein service marketers have successfully countered such challenges.
13. Internal service quality is crucial to the success of external service quality endeavor. Discuss. Further suggest relevant Internal Marketing Strategies that should be adopted by the organizations to keep their employees motivated.
14. Assess the service quality in any Service Organisation of India using SERVQUAL model of service quality.
15. What is the possible customers' reaction to service failure? How can the organizations recover over the failed services? Discuss using live illustrations from Indian Service Sector.