

Roll No.

Total No. of pages: 2

Exam Code

2594

**MMS/M11
Service Marketing
Paper: MM-403**

6818

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt **FIVE** questions in all. Question no. 1 is compulsory.

1. Write short notes on:
 - (a) Boundary Spanners
 - (b) Communication Gap
 - (c) Service Reliability
 - (d) Service Inseparability
 - (e) Service Differentiation
 - (f) Goods-Service Categorization
2. “Service sector has become the key to socio-economic growth of India.” Comment. What reasons can be attributed to the growth of service sector in a country like India?
3. “Service organizations witness three types of promises, three entities and three types of marketing.” Discuss the statement in light of the concept of service management trinity.
4. “There may exist a gap between what a customer expects from a service company and what he actually perceives about the company.” What are the sub-types and reasons for such a gap? How can these be controlled?

5. “Effective Service recovery goes a long way in pacifying an aggrieved customer.”
Comment. What are the various principles of an effective service recovery strategy?
6. :”The perishable nature of services makes it tough for the service marketers to match demand and supply of services.” Comment. Further, pin-point various strategies that can be used under such a scenario.
7. Formulate a detailed “Relationship Marketing” Strategy for a newly established cellular company operating in limited circles.
8. Write notes on:
 - (a) Ways to empower service employees.
 - (b) Too much emphasis on productivity as an impediment to service quality.