

MMS/M-16  
SERVICE MARKETING  
PAPER-MM-403

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

**Part-A**

1. Discuss various strategies that can be used enhance service productivity.
2. What planks can be used to differentiate services from competitors?
3. Discuss various types of supplementary services and their relevance for a service company.
4. Give a bird's eye view of service marketing mix elements.
5. Give a working model that can explain good-services categorization.
6. Differentiate between social and structural relationship bonds between service provider and customers.
7. Briefly describe five broad dimensions of service quality as mentioned in SERVQUAL model.
8. Give an account of various entities/factors against which positioning can be targeted by service companies.
9. Would you recommend practicing relationship marketing with every customer or a selected few? Why?
10. Discuss various customer interactions in the service process.

**Part-B**

11. Using latest and relevant data discuss the contribution of service sector to the Indian Economy. What factors are responsible for its increasing relevance?
12. Marketing of services is a daunting task. Why? What can be done by marketers to ease out this daunting task?
13. Discuss various GAPS that can hamper service quality. How can these GAPS be managed by marketers?
14. Give a working relationship among internal, external and interactive marketing. Also discuss ways to impressive internal marketing.
15. What can lead to service failure? What are its consequences? How can marketers negate the impact of service failure?