

Roll No.....

Total Pages: 3  
**13243**

**MBA/M-18**  
**SERVICE MARKETING**  
Paper: MBA-MM-403

Time: Three Hours

Maximum Marks: 80

Note: Attempt eight questions from Part A (5 marks each) and three questions from Part B (10 marks each).

**Part-A**

1. How can service productivity be enhanced?
2. Discuss the role of physical evidence in tangibilising intangible services.
3. Discuss prominent supplementary services with examples.
4. Should we practice relationship marketing with all kind of customers? Discuss using various categories of customers.
5. Throw light on prominent positioning planks as applicable in a service industry.
6. Discuss the impact of GST on prominent service industries.
7. Discuss the 'Empathy' dimension of Servqual Model. How is it measured?
8. 'Goods without service component and services without tangible component are difficult to trace these days'. Comment using suitable live examples.
9. What are the various types of service complainers? Which of these are most cherished by the companies?
10. Discuss a practical approach to service recovery.

**Part-B**

11. Using latest data, discuss the role of service sector in the Indian economy. Why is its role becoming more prominent with every passing year?
12. "Marketing of services becomes a daunting task on account of peculiar characteristics of services" What challenges are associated with such characteristics of services? How can marketers handle these?
13. Work out a relationship among Internal, External and interactive marketing using a suitable model. Also throw light on some internal and external marketing best practices.
14. How is consumer Gap different to Producer's Gap? What are the various on account of which such Gaps emerge? What are their marketing implications?
15. Discuss the benefits that may accrue to the service company and its customers on account of practicing relationship marketing. How can the company evolve the concept of Relationship Marketing?

