

Roll No.

MMSIMX

6806

Service Marketing

Paper: MM-403

Time: Three Hours]
1. Write notes on:

[Maximum Marks: 70

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

- (a) Environment trends which affect service markets.
 - (b) Give five examples of service firms with service offers.
 - (c) Define marketing and role of Participation for service marketer.
 - (d) Internal Marketing.
 - (f) Service Profit Chain.
 - (g) Define Process in Services.
2. What do you mean by service guarantee? Discuss the benefits derived by a service firm in offering a service guarantee.
 3. What are the different levels at which a service product has to be conceptualized? Give examples and explain conceptualization of the service product.
 4. What is the significance of Place in marketing of Health Care services? What consideration should be kept in mind while choosing the location for such services?
 5. Write notes on the following:
 - (a) Role of service sector in Indian Economy
 - (b) Model of Service Quality.
 6. Discuss the advantages of branding a service. Explain with suitable examples.
 7. Distinguish between the following by giving suitable examples:
 - (i) Peripheral evidence and essential evidence.
 - (ii) Service characteristics of inseparability and heterogeneity.
 8. You have been appointed as a marketing consultant by chain of Multiplexes operating in Metros:
 - (a) Explain the underlying pattern of demand fluctuations that would occur at multiplexes.
 - (b) Explain the strategies that you might use to manage demand and capacity.