

Roll No.

Total Pages : 2

28/5/19
OMMS/M-19

13043

SERVICE MARKETING

Paper : MM-403

Time : Three Hours] [Maximum Marks : 70

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

PART-A

Write notes on:

1. Hospitality and Exceptions as supplementary services.
2. Price fixation challenges in case of services.
3. Ways to differentiate services.
4. Problems associated with measuring service productivity.
5. Goods-Services Categorisation.
6. Phases of interactive marketing.
7. Distribution channels in services.
8. Communication v/s standard gap in service quality.
9. Ways to manage delivery gap in service quality.
10. Service positioning planks.

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PART-B

11. Why is it advisable for service companies to indulge in relationship marketing? How should the companies initiate and move ahead in this regard?
12. Under what circumstances a service has to be recovered? How can the service organisations go ahead with their service recovery endeavours? What benefits are associated with the same?
13. Discuss various dimensions of SERVQUAL model of service quality. What are its limitations ?
14. Explain the relationship among three variants of Service Management Triangle. How can the model be gainfully used by companies?
15. How do you see the role of service sector in the Indian economy? What trends can you forecast for period 10 years down the line?