

MMS/M07
Service Marketing
Paper : MM-403

7527

Time : Three Hours]

[Max. Marks : 70

Note :- Attempt **FIVE** questions in all. First question is compulsory. All the questions carry equal marks.

1. Write short notes on the following:-
 - (i) Service Vision.
 - (ii) Packaging of Services.
 - (iii) Non-Profit Services.
 - (iv) Boundary Spanners.
 - (v) Cost of Learning errors.
 - (vi) Customer involvement in services.
 - (vii) Name two services in case of which customer's presence during the performance of service is a must.

7*2=14
2. What are unique characteristics of Services? What challenges they before service marketers?

14
3. Do you think we need to design a different marketing mix for services? If yes, what would be its configuration?

14
4. What is internal marketing and what are its benefits? How an internal marketing programme can be planned and implemented?

14
5.
 - (a) What are major issues in developing a new service product?
 - (b) What factors influence a consumer's purchase behaviors with respect to purchase of an insurance plan?

14
6. What are different strategies for striking a balance between and supply of services?

14
7. What are major challenges in managing service quality? What pre-requisites of an effective service quality management programme?

14
8. Write short notes on any two:-

14

 - (i) Service classification
 - (ii) Service recovery strategies
 - (iii) Relationship marketing
 - (iv) Importance of employee empowerment in service industries.