MBA 3rd Semester Examination
June. 2014
Subject- Service Marketing
Subject Code - MSL 617

Time Allowed: 03 hours.                              Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1. (a) Why is it so difficult to define services?
    (b) What are “Moments of truth”?
    (c) Differentiate between Brand and Brand Identity
    (d) Explain ‘AIDA’ Model. [5x4=20]

SECTION - A

2. The services sector in India is growing rapidly. Trace the reasons for its growth in the last ten years. [20]

3. Why is it necessary to understand customer needs? Explain Zone of Tolerance? [20]

4. Critically assess the usefulness of the SERVQUAL technique for measuring quality in an industry of your choice. [20]

SECTION - B

5. Define Positioning What factors should be taken into consideration by a travel agency in seeking to position its chain of outlets? [20]

6. Write a short note on “Advertising”? How will you select a media for the promotion of a Hospital specialized in Heart diseases. [20]

7. Define self service technologies? Do you really think that in this present scenario online services are necessary? [20]