MBA-3rd Semester Examination
Services Marketing
Subject Code: MSL- 617

Roll. No…………………………

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

1(a) Write short notes on Gronross Model.
(b) ‘Process’ and ‘Physical Evidence’ are very important to services organizations. Explain with relevant examples.
(c) Using example, discuss about cost plus pricing method.
(d) Write short notes on e-services.

SECTION A

2(a) Define services indicating the salient characteristics.
(b) Identify the most important bases for classification

3. Explain the distinction between enhancing and facilitating supplementary services. Give examples of each, citing services that you have often used recently.

4. The gap model of service quality is an important customer-satisfaction framework. Explain with all the steps that service marketers can take to prevent.

SECTION B

5. Positioning map help managers better understand & respond to competitive dynamics. Elaborate.

6. Discuss the customer’s role as productive resource for the firm and also as a potential competitor

7. The travel agency business is losing business to online booking offered to passengers by airline websites. Identify some possible focus options open to travel agencies wishing to develop new lines of business that would compensate for this loss of airline ticket sales.