

Roll No.....

13092

Printed Pages: 2

(2)

MMS / M12
SERVICE MARKETING
Paper-MM-403

Time allowed : 3 hours [Maximum marks : 70]

Note : Attempt five questions in all. Question No. 1 is compulsory.

1. Write short notes on :
 - (a) Service Empathy
 - (b) Service scape
 - (c) Interactive Marketing
 - (d) Service Packaging
 - (e) Delivery Gap
 - (f) Service Blueprinting
 - (g) Boundary Spanners.
2. "Service sector of India has grown much faster than agriculture and industry in the last couple of decades." Comment. What is responsible for it ?
3. What are the prominent quality 'GAPS' in Indian postal services ? How can these be minimised ?

4. "The success of external marketing in case of services hinges on efficiency of internal marketing." Discuss in detail.
5. "Peculiarities of service makes their marketing a tough proposition." Comment. Further, pin-point various ways to negate impact of such peculiarities on marketing.
6. Why measuring and enhancing service productivity is a tough task ? Give your own inputs to enhance service productivity. How greater emphasis on productivity may enhance service quality ?
7. "An efficient recovery may bring back smiles on the face of an extremely annoyed customer as well." Do you agree ? Comment. Also suggest your own ways to recover over a failed service.
8. How would you classify the services ? Why ignoring supplementary services may be detrimental to the interest of any organisation ?