

Roll No.

Total Pages : 2

MMS/M-14

13276

SERVICE MARKETING

Paper : MM-403

Time : Three Hours]

[Maximum Marks : 70

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

PART-A

1. Discuss various types of supplementary services.
2. How can service productivity be enhanced?
3. What are the prerequisites to a successful service differentiation?
4. Throw light on various types of relationship bonds.
5. Use authenticated data to pin-point role of service sector in the Indian economy.
6. Pin-point prominent reasons that have led to the growth of service sector in India.
7. Discuss reliability and assurance aspects of SERVQUAL model.
8. Why additional elements of marketing mix are necessitated in case of services?
9. Discuss various service positioning strategies.
10. Why pricing of services is a complicated task?

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PART-B

11. What service quality GAPS exist as per the GAP model of service quality? What leads to these GAPS? How can these be controlled?
12. What are the possible customers' reactions to a service failure? What service recovery strategies can be employed by the companies to overcome such failures? Discuss using suitable examples.
13. Discuss in detail entities, marketing and promises involved in the concept of service management triangle.
14. Why marketing of services is a tough proposition? What challenges are posed by unique characteristics of services in this regard? How can such challenges be met by the marketers?
15. Scan the Indian external environment for any global retailer eyeing Indian market.

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2