

Roll No.

Total Pages : 03

MMS/M-17 13543
SERVICE MARKETING
MM-403

Time : Three Hours]

[Maximum Marks : 70

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

Part A

1. What kind of relationship exists in between service quality and productivity ?
2. Differentiate between knowledge and standard gaps as mentioned in GAP Model of service quality.
3. What do you mean by 'Service Profit Chain' ?
4. How supplementary services differ to core service ?
5. "Service is a prominent contributor to top economies of world." Comment.
6. What are the ways to position services in customer's mind ?

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7. What would be the impact of proposed GST on service sector of India ?
8. What are the ingredients of successful internal marketing endeavours ?
9. Throw light on prominent phases of Interactive Marketing.
10. What impact of 'Demonetisation' has been witnessed on Indian Service Sector ?

Part B

11. 'Relationship Marketing can be a game changer for any service company'. Comment, Further, discuss the extent of relationship marketing that makes sense for any company.
12. How would you initiate and end any service recovery exercise ? Can Non-recovery in case of failure be disastrous for company ? Discuss.
13. Discuss various dimensions of SERVQUAL model. Are there limitations associated with this model ? Comment.

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14. "Services are more difficult to market than Goods." Why?
How can marketers overcome such challenges ?

15. Is Indian Economy relying more and more on service sector to sustain its growth ? Comment. Also pin-point reasons that can be attributed to above fact.