

Roll No.

Total No. of Pages : 2

Exam Code

2594

MMS/M11

6818

Service Marketing

Paper : MM-403

Time : Three Hours]

[Maximum Marks : 70

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

1. Write notes on :

- (a) Boundary Spanners
- (b) Communication Gap
- (c) Service Reliability
- (d) Service Inseparability
- (e) Service Differentiation
- (f) Goods- Service Categorisation.

2. "Service sector has become the key to socio-economic growth of India." Comment. What reasons can be attributed to the growth of service sector in a country like India ?

3. "Service organisations witness three types of promises, three entities and three types of marketing." Discuss the statement in light of the concept of service management trinity.

4. "There may exist a gap between what a customer expects from a service company and what he actually perceives about the company." What are the sub-types and reasons for such a gap ? How can these be controlled ?

5. "Effective Service recovery goes a long way in pacifying an aggrieved customer." Comment. What are the various principles of an effective service recovery strategy ?

6. "The perishable nature of services makes it tough for the service marketers to match demand and supply of services." Comment. Further, pin-point various strategies that can be used under such a scenario.

7. Formulate a detailed "Relationship Marketing" Strategy for a newly established cellular company operating in limited circles.

8. Write notes on :

- (a) Ways to empower service employees.
- (b) Too much emphasis on productivity as an impediment to service quality.