Reg. No. ☐☐☐☐☐☐☐☐☐☐

MBAS 557

IV Semester M.B.A. Degree Examination, May/June 2019

BUSINESS ADMINISTRATION

Service Marketing

Time : 3 Hours] [Max. Marks : 70

SECTION – A

(Compulsory)

This question carries **15** marks. Answer to the question should not exceed **6** pages. **(1 × 15 = 15)**

1. Service sector has contributed to the growth of economies in the twenty-first century. Do you agree? Discuss the factors that have stimulated the growth of service sector in India.

SECTION – B

Answer **any five** of the following questions. Each question carries **8** marks. Answer to each question should not exceed **5** pages.

(5 × 8 = 40)

2. Explain the meaning and unique characteristics of services. What implications do unique characteristics of services have for service marketers?

3. Explain with suitable examples the marketing mix of services. How does it differ from the marketing mix of goods?

4. What are Information and Mental stimulus processing services? What different challenges do they pose to the service marketers? Illustrate your answer.

5. What are service encounters? Taking the example of a people processing service, explain the critical incidents in service encounters that are satisfying and dissatisfying.

6. What is service expectations? What factors influence service expectations? Illustrate.

7. What is perceived risk? Discuss the different types of perceived risks in purchasing and using services.

8. What is positioning map? Discuss how positioning maps help service marketers.

9. What is 'Servicescape'? Explain its role in the development of marketing communication strategy for services.

SECTION – C

(Compulsory)

This question carries **15** marks. Answer to the question should not exceed **6** pages.   **(1 × 15 = 15)**

10. Select a people processing service of your choice. With the help GAP model, enlist the seven service quality shortfalls. Analyse the specific causes of each GAP and suggest strategies to bridge them.