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**Fourth Semester M.B.A. Degree Examination, May/June 2017**  
**BUSINESS ADMINISTRATION**  
**Service Marketing**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

Sri Dharmasthala Manjunatheshwara  
College of Business Management, Mangalore  
Post Graduate Centre for Management  
Studies and Research Library

**Note :** The question carries 15 marks. Answer to the question should **not** exceed six pages. (1×15=15)

1. Discuss the contributions and significance of service sector in an economy.

**SECTION – B**

**Note :** Answer **any five** of the following questions. **Each** question carries **eight** marks. Answer to a question should **not** exceed **five** pages. (5×8=40)

2. What are service characteristics ? What is their marketing implication ?
3. Explain the components of 8 Ps model of integrated service management.
4. What is service quality ? Explain the GAP Model of service quality.
5. What people and possession processing services ? What management challenges do they pose ?
6. What is value-based pricing ? Why is it important in pricing services ? Explain with examples.

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7. Discuss the distinctive nature of marketing communications in service settings.
8. What are 'new services' ? Discuss with examples different categories of 'new services'.
9. What is 'servicescape' ? What is its significance ? Explain.

**SECTION – C**  
**(Compulsory)**

**Note :** The question carries **15** marks. Answer to the question should **not** exceed **six** pages. **(1×15=15)**

10. You are a consultant for a long-established retailing firm that is eager to encourage customers to switch from using store and call centers to going to its website to make purchases. Explain how you go about preparing recommendations to the firm ? How do you use technographics for segmenting the consumers ? What insights from such segmentation would help the firm plan an appropriate strategy and set reasonable goals ?
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