

Total No. of Printed Pages : 2
Total No. of Questions : 10

 MBAS 557

Sl.No. : 0086

IV Semester M.B.A. Degree Examination, May 2018
BUSINESS ADMINISTRATION
Services Marketing

Max. Marks : 70

Time : 3 Hours

SECTION - A
(Compulsory)

Note : This question carries 15 marks. Answer to the question should not exceed Six pages. (1 × 15 = 15)

Q1) Discuss the factors that have stimulated the growth of service sector in India.

SECTION - B
(Compulsory)

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

Q2) What characteristics make services different from goods? What implications do they have for service marketers?

Q3) In what way marketing mix of services different from that of goods? Explain.

Q4) What are People and Mental stimulus processing services? What challenges do they pose to the service marketers?

Q5) What are service encounters? Taking an example, explain the critical incidents in service encounters that are satisfying and dissatisfying.

Q6) What do you mean by service expectations? What factors influence service expectations?

Q7) Discuss the different types perceived risks in purchasing and using services.

P.T.O.

Q8) Discuss how positioning maps help service marketers.

Q9) What do you mean by Servicescape? Explain its role in marketing communication.

SECTION-C

(Compulsory)

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

Q10) Select an entertainment service of your choice. Using the GAP model, identify the seven service quality shortfalls. Analyse the specific causes of each GAP and suggest strategies to close them.

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