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MBAS 557

Fourth Semester M.B.A. Degree Examination, September 2020

BUSINESS ADMINISTRATION

Services Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

(1×15=15)

(Compulsory)

Note : This question carries **15** marks. Answer to the question should **not** exceed **six** pages.

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

SECTION – B

(5×8=40)

(Compulsory)

Note : Answer **any five** of the following questions. **Each** question carries **eight** marks. Answer to the question should **not** exceed **five** pages.

2. What characteristics make services different from goods ? Highlight the implications they have for service marketers.
3. Discuss with appropriate examples the marketing mix of services.
4. What are People and Mental stimulus processing services ? Examine with examples the challenges they pose to the service marketers.
5. What are service encounters ? Why should a service marketer consider them seriously ? Explain.

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6. What do you mean by service expectations ? What factors influence service expectations ?
7. Discuss the different types of perceived risks in purchasing and using services.
8. What do you mean by 'Moments of Truth' ? Discuss why marketers be concerned with them.
9. What do you mean by 'Credence Attribute' ? Explain its role in developing marketing communication for services.

SECTION – C

(1×15=15)

(Compulsory)

Note : This question carries 15 marks. Answer to the question should **not** exceed six pages.

10. Select a service of your choice. Using the GAP model, explain the seven service quality shortfalls. Examine the causes for each GAP and suggest strategies to close them.