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MBAS 557

Fourth Semester M.B.A. Degree Examination, October 2021
(Regular and Repeater)
BUSINESS ADMINISTRATION
Service Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

(Compulsory)

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

1. Discuss the growth and role of service sector in India. Examine the contribution of the sector to the development of Indian an economy ?

SECTION – B

(Compulsory)

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

2. How do services differ from products ? Discuss the unique characteristics of services.
3. What is service marketing mix ? Explain the components of this mix.
4. What do you understand by People and Possession processing services ? What challenges do they pose to the service marketer ?
5. Why should a service marketer be interested in service encounters ? What are the challenges encountered in high-contact and low-contact service encounters ?
6. What is customer expectation in the context of services ? How is it formed ? Explain.
7. Describe a typical buying purchase process for services.

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8. What is positioning of services ? Discuss the important issues underlying competitive positioning strategy for services.
9. The main objective of marketing communication strategy for services is education and persuasion. Explain the statement with suitable examples.

SECTION – C
(Compulsory)

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

10. Select a health care service of your choice and discuss the dimensions of service quality on which the customers often experience a GAP between expectations and perceptions of the actual service performance. What might be the underlying causes that lead to the gap ? What strategic measures should marketer take to bridge the quality gap ?