

Total No. of Questions : 5]

SEAT No. :

PB2082

[6201]-309

[Total No. of Pages :2

M.B.A. - II

**304 - SC - MKT - 03 : SERVICE MARKETING
(Revised 2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Include examples wherever necessary.*
- 4) *Draw neat & labelled diagrams wherever necessary.*

Q1) Solve any five.

[5×2=10]

- a) Explain the concept of goods & service continuum.
- b) What is service encounter? Give examples.
- c) The impact of service failure.
- d) Enlist bases for segmentation of services
- e) Automation with reference to service marketing
- f) Explain need for study of service marketing
- g) Meaning & concept of service blue print
- h) Enlist service quality models.

Q2) Solve any two.

[10]

- a) Explain the characteristics of service with example.
- b) Explain the demand & capacity concept.
- c) Explain the various services marketing opportunities available in 20th century.

P.T.O.

Q3) Solve any one. [10]

- a) Demonstrate the bases of segmentation strategy with real example.
- b) Explain the services Marketing Mix.

Q4) Solve any one. [10]

- a) Explain the Physical evidence with significance? Describe the elements also.
- b) Elaborate the Automation & New Technologies in service.

Q5) Solve any one. [10]

- a) Explain the importance of service Recovery. Also draft the service Recovery strategies for online education Academy.
- b) Discuss the applications of service Marketing in Health Care Sector.

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