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**Question Paper Code : 70106**

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019  
Elective  
BA 5006 – SERVICES MARKETING  
(Regulations 2017)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Write a short note on service economy.
2. What are the unique characteristics of services ?
3. What is the difference between services for people and services for goods ?
4. What are the bases for service market segmentation ?
5. What do you mean by customer gap ?
6. What is zone of tolerance ?
7. Define service blueprinting.
8. What is interactive marketing ?
9. What are the four key elements of service delivery system ?
10. What are the challenges inherent in service design ?

PART – B

(5×13=65 Marks)

11. a) Discuss the growth of service sector in India and its contribution to Indian economy.

(OR)

- b) Discuss the challenges and issues in services marketing in India.



12. a) Explain the classification of services with suitable example.

(OR)

b) Discuss the positioning strategies used by service organisations for their competitive advantage.

13. a) Discuss the stages of new service development process.

(OR)

b) Explain the Gap model of service quality in financial services industry.

14. a) Explain various methods for pricing of services.

(OR)

b) Discuss the role of various promotion tools in integrated service communication.

15. a) Explain the service marketing triangle in tourism industry.

(OR)

b) Discuss the service marketing strategies followed by corporate private higher education institutes in India.

PART – C

(1×15=15 Marks)

16. a) Analyse the service quality of an amusement park of your own choice using the five dimensions of the SERVQUAL.

(OR)

b) Evaluate the service marketing strategies used by the mobile network service providers in India for their competitive advantage. Analyse the consequences of those strategies in the mobile industry.

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