

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III MM+FM : SUMMER : 2024
SUBJECT: SERVICES MARKETING

Day : Friday
Date : 24/05/2024

S-22793-2024

Time : 02:00 PM-04:00 PM
Max. Marks : 50

N.B.

- a. Attempt any **THREE** questions from **SECTION- I** and **TWO** questions from **SECTION-II**.
- b. All questions carry **EQUAL** marks.
- c. Answers to both the Sections should be written in the **SAME** answer book.

SECTION –I

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|-----|---|------|
| Q1) | Explain the term “Pricing Strategies in Service Marketing”. | (10) |
| Q2) | Define the term “Role of Services Employees in a Service Business”. | (10) |
| Q3) | Explain in detail Service Profit Chain. | (10) |
| Q4) | Explain nature and importance of physical evidence in service. | (10) |
| Q5) | Write Short Notes on ANY TWO | (10) |
| 1. | Market Segmentation Pricing | |
| 2. | Service Blueprint | |
| 3. | Goods Vs Services | |

SECTION –II

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|-----|--|------|
| Q6) | A ride-sharing company experiences peak demand during rush hours and special events, leading to long wait times for customers and driver shortages. Analyze the challenges faced by the company in managing the demand and supply of its services effectively. Explore potential solutions, such as surge pricing, driver incentives, and demand forecasting techniques, to address these challenges while maintaining customer satisfaction and operational efficiency. | (10) |
| Q7) | A telecommunications company has been providing internet services for over a decade. Analyze the various stages of the service life cycle that the company's internet service has undergone since its inception. Explore how changes in consumer preferences, technological advancements, and competitive pressures have influenced each stage of the service life cycle, including introduction, growth, maturity, and decline. | (10) |
| Q8) | A regional spa and wellness centre is looking to boost customer engagement and increase bookings during off-peak seasons. Analyze how the spa can leverage sales promotion techniques within the service marketing context to achieve its objectives. | (10) |