

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : SUMMER : 2024
SUBJECT: SERVICES MARKETING

Day : Tuesday
Date : 21/05/2024

S-25977-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What strategies can be employed to differentiate a service offering from competitors in the market place? [15]
- Q.2** How do the various dimensions of service quality shape customer perceptions and experience? [15]
- Q.3** What are the key performance indicators (KPIs) used to evaluate the success of advertising and sales promotion activities? [15]
- Q.4** How customers evaluate service performance? [15]
- Q.5** How can business utilize the service quality model to assess and enhance service? [15]
- Q.6** Write short notes on **ANY TWO** of the following: [15]
- a) SERVQUAL
 - b) Waiting line strategies
 - c) Market penetration

SECTION – II

- Q.7** How has the classification of services influenced the marketing strategy of a leading e-commerce platform? [20]
- Q.8** Examine the service life cycle of a popular mobile phone manufacturer's flagship product line. Investigate how the manufacturer has managed each stage of the service life cycle. [20]
- Q.9** How did e-learning platforms strategically select and utilize distribution channels to expand its reach and deliver its services to a diverse customer base efficiently and effectively? [20]

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