

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: MBA  
BRANCH: MANAGEMENT**

**SEMESTER : III  
SESSION : MO/18**

**SUBJECT: MBA3029 SERVICE MARKETING**

**TIME: 3:00 HRS.**

**FULL MARKS: 60**

**INSTRUCTIONS:**

1. The question paper contains 7 questions each of 12 marks and total 84 marks.
  2. Candidates may attempt any 5 questions maximum of 60 marks.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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|--------|---|-----|
| Q.1(a) | What is the difference between good and services? Explain the characteristic of services? | [6] |
| Q.1(b) | Explain the marketing implications of services.   | [6] |
| Q.2(a) | Explain the gap model with example.   | [6] |
| Q.2(b) | Discuss SERVQUAL model along with its characteristics.                                    | [6] |
| Q.3(a) | What are the customer defined service standards?  | [6] |
| Q.3(b) | Discuss the factors for choosing appropriate service standards.                           | [6] |
| Q.4(a) | Define servicescape. Explain the different types of servicescapes with examples.          | [6] |
| Q.4(b) | Explain the strategic role of servicescapes.  | [6] |
| Q.5(a) | Explain the importance of service employees and customers in service delivery.            | [6] |
| Q.5(b) | Explain service culture.  | [6] |
| Q.6(a) | Explain the demand patterns of a manufacturing industry.                                  | [6] |
| Q.6(b) | What are the strategies adopted for matching capacity and demand?                         | [6] |
| Q.7(a) | Explain the promotional tools in service marketing along with merits and demerits.        | [6] |
| Q.7(b) | Why is there need for coordination in marketing communication?                            | [6] |

:::07/12/2018 M::