

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

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/19

SUBJECT: MT518 SERVICE MARKETING

TIME: 3:00 HOURS

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 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 Service Marketing? Explain its basic characteristics. [5]
Q.1(b) Explain the marketing implication of Service characteristics. [5]
- Q.2(a) Analyze the customer's role in service marketing. [5]
Q.2(b) Explain the GAP model of service marketing. [5]
- Q.3(a) Discuss the strategic role of service cape? [5]
Q.3(b) Analyze and explain the reasons for understanding customer requirements in the Salon industry. [5]
- Q.4(a) Formulate strategies for matching capacity and demand. [5]
Q.4(b) In any scenario of your choice, develop and design marketing communication tools regarding the hotel industry to satisfy customers. [5]
- Q.5(a) Briefly discuss Zone of tolerance. [5]
Q.5(b) Explain the role of logistics and distribution in Flipkart. [5]

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