

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION MO/SP20\*\*)

CLASS: MBA  
BRANCH: MANAGEMENT

SEMESTER : III  
SESSION : MO/2022

SUBJECT: MT518 SERVICE MARKETING

TIME: 03 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. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates

		CO	BL
Q.1(a)	Describe the marketing implications of any two service characteristics.	[5] 1	2
Q.1(b)	How does a good understanding of the service marketing triangle make the marketing of services more effective? Illustrate with reference to any service firm.	[5] 1	2
Q.2(a)	Select any of the provider gaps and explain the key factors that lead to the gap. How can the identified gap be minimized.	[5] 2	3
Q.2(b)	Explain the key dimensions of the SERVQUAL scale. Evaluate the relevance of the SERVQUAL scale.	[5] 2	5
Q.3(a)	What is the service standard? How are hard standards different to soft standards?	[5] 3	1
Q.3(b)	Choose and develop a research proposal to identify the customer-driven soft standards for the firm.	[5] 3	6
Q.4(a)	With an example explain the strategic role of servicescape for Retail Banking.	[5] 4	4
Q.4(b)	Describe the role and importance of service employees.	[5] 4	2
Q.5(a)	Analyze and recommend strategies to match capacity and demand in the tourism sector.	[5] 5	5
Q.5(b)	Drawing reference to a service firm having a pan India presence explain how IMC has been used to achieve promotion objectives.	[5] 5	5

:::::: 29/11/2022 :::::M