

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : III
SESSION : MO/2023**

SUBJECT: MT518R1 SERVICES MARKETING

TIME: 3 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.
-

		CO	BL
Q.1(a)	State the difference between Goods & Services.	[5] 1	1
Q.1(b)	Distinguish the various characteristics of services & examine the service marketing triangle.	[5] 2	4
Q.2(a)	Defend the role of GAP Model in enhancing the service quality.	[5] 3	5
Q.2(b)	Investigate the role of SERVQUAL Scale in Data Collection in Service Quality.	[5] 4	6
Q.3(a)	Recognize the role of relationship with customers in the service sector.	[5] 4	2
Q.3(b)	Design the Data Collection Methods to be used for opening a restaurant services.	[5] 4	6
Q.4(a)	Define the concept of Servicescape.	[5] 4	1
Q.4(b)	Examine the importance of interactive marketing to support the service delivery process.	[5] 6	4
Q.5(a)	State the various strategies for matching the capacity and demand of services.	[5] 5	1
Q.5(b)	Examine the importance of promotion in services marketing.	[5] 6	4

.....28/11/2023.....E