

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

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/2024

SUBJECT: MT518 R1-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)	Distinguish the various properties of services & examine with example.	[5]	2
Q.1(b)	State the difference between tangible & intangible offerings.	[5]	1
Q.2(a)	Investigate the role of SERVQUAL Scale in Service Quality confirmation.	[5]	4
Q.2(b)	Defend the role of GAP Model in reducing the customer gap.	[5]	3
Q.3(a)	Design the Data Collection Methods to be used for opening a coaching firm.	[5]	4
Q.3(b)	Recognize the role of relationship with service-takers of the service sector.	[5]	2
Q.4(a)	Examine the importance of internal marketing to support the service delivery process.	[5]	6
Q.4(b)	Define the concept of Servicescape as marketing tool.	[5]	1
Q.5(a)	Examine the importance of communication in services marketing.	[5]	6
Q.5(b)	State the various measures for matching the capacity and demand of services.	[5]	1

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