

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

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : III
SESSION : MO/2025**

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.
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Q.1(a)	Enumerate the characteristics of Services marketing which pose challenges to marketers.	[5] 1	2
Q.1(b)	Explain the different components of service marketing triangle. Enumerate strategies to strengthen the bonds between the components.	[5] 1	3
Q.2(a)	Highlight the strategies used to manage customer perception of Quality.	[5] 2	2
Q.2(b)	Elaborate on SERVQUAL model. On similar lines, propose one for a Laundry service organization.	[5] 2	4
Q.3(a)	Explain how marketers can get inputs regarding customer service needs through research.	[5] 3	2
Q.3(b)	Describe a service failure and suggested recovery strategies in a Restaurant business.	[5] 3	4
Q.4(a)	Discuss Servicescapes and their strategic role in service industry.	[5] 4	2
Q.4(b)	Draw a few roles which customers can play for satisfactory service delivery in Aviation industry. Use your imagination to propose innovation here.	[5] 4	4
Q.5(a)	Highlight a few strategies for matching Capacity and Demand in Health industry.	[5] 5	4
Q.5(b)	How can integrated marketing communication be utilized to promote brand India, internationally for better tourism and business prospects.	[5] 5	5

:::22/11/2025:::M