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

CLASS: MBA   SEMESTER : IV
BRANCH: MANAGEMENT   SESSION : SP/2023

SUBJECT: MT518 SERVICE 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 handbook/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q.1(a)	Differentiate between goods and services with examples.	[5]	1	4
Q.1(b)	What are the challenges faced by the Service Industry?	[5]	1	5
Q.2(a)	Explain the gaps in the service quality gaps model using one industry/sector	[5]	2	3
Q.2(b)	What is the SERVQUAL model and its application? Explain with a help of an example.	[5]	2	3
Q.3(a)	Discuss soft measures and hard measures for improving service quality.	[5]	3	3
Q.3(b)	What do you mean by relationship marketing? Discuss various techniques of relationship marketing.	[5]	4	3
Q.4(a)	What are the different types of service scapes? Explain with the help of examples.	[5]	5	4
Q.4(b)	What is service culture? Why service culture matters?	[5]	4	4
Q.5(a)	What is the importance of IMC (Integrated Marketing Communications) in Service Marketing?	[5]	6	3
Q.5(b)	What are different channels of service distribution? Explain with the help of examples.	[5]	6	4

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