

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

**CLASS: MBA
BRANCH: MGT.**

**SEMESTER : IV
SESSION : SP/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)	“Service Marketing is an exclusive branch of marketing that sprung up in early ‘80s because specialized services required unique strategies. ”Throw light stating uniqueness of services.	[5] 1	2
Q.1(b)	How is the integrative framework of internal, external and interactive marketing used in Services ?	[5] 1	1
Q.2(a)	Outline the GAPS model.	[5] 2	1
Q.2(b)	Highlight the strategies used to manage customer perception of Quality.	[5] 2	3
Q.3(a)	Can marketers 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 through an example.	[5] 3	2
Q.4(a)	How do Services capes play strategic role in delivering to customers ?	[5] 4	2
Q.4(b)	Draw a few roles which customers can play for satisfactory service delivery in Aviation industry.	[5] 4	3
Q.5(a)	“The Time factor often assumes great importance in service handling thereby implying capacity management.” Justify	[5] 5	3
Q.5(b)	Why is putting price tag on services, a challenging task ?	[5] 5	2

:::::25/04/2024 E:::::