

Subject : Elective-VIII : Services Marketing (Marketing Management)

Day : Wednesday
Date : 21/12/2016



Time : 02.00 PM TO 05.00 PM
Max Marks : 70 Total Pages : 1

N.B:

- 1) Attempt **ANY THREE** questions from Section-I and **ANY TWO** from Section-II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answer to the Section-I and Section-II should be written in the **SAME** answer book.
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SECTION-I

- Q.1** Discuss the role of ‘Services’ in a growing economy? Quote suitable examples. (14)
- Q.2** Provide a scheme for classification of services. How are the services different from tangible goods? (14)
- Q.3** Discuss the significance of ‘Customer Relationship’. Suggest at least two methods of managing ‘Customer Relationship’ (14)
- Q.4** Bring out the necessity of identifying ‘Service Gaps’ and then bridging these gaps. Also provide a suitable model for this. (14)
- Q.5** Write notes on **ANY TWO:** (14)
- a) Service scope
 - b) Pricing of service
 - c) Developing new services

SECTION-II

- Q.6** General manager of Banquet finalities at a Five Star Hotel says. “For us serving great food and beverages to the customers, more important are the ambience of the Baguette Hall and the pleasant interaction of our staff with the customers”. Discuss. (14)
- Q.7** “All services are not totally intangible and all products are not totally tangible”. Explain quoting suitable examples. (14)
- Q.8** The proprietor of “Himalayan Trekking and Tours”, says, “Our customers do not expect Five Star comforts. In fact we make them sweat and toil. But the ‘thrill’ and adventure, that we bring to them motivates them to come back to us, smilingly asking for a more difficult journey next time”. Discuss. (14)

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