

Roll No.

Subject Code—2228

M.B.A. EXAMINATION

(Fourth Semester)

(2 Years—New Scheme)

MM-411/507

MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *Five* questions. All questions carry equal marks.

1. Is the marketing of services different from marketing of Goods ? Explain the characteristics of services compared to goods.
10,10
2. Show that the four gaps that occur in companies, which we call provider gaps given in quality models, are responsible for the customer gap. Identify the factors responsible for it.
20

3. Explain in detail service marketing trinity. Elaborate with suitable examples. 20
4. Explore how differences among consumers (cultural differences, group decision making) affect consumer behaviour and influence services marketing strategies. 20
5. Explain relationship marketing, its goals, and the benefits of long-term relationships for firms and customers. Identify challenges in relationship development, including the somewhat controversial idea that "the customer is not always right." 10,10
6. Why do services fail sometimes ? Illustrate the importance of service recovery from service failure in keeping customers and building loyalty. 20
7. Describe the challenges inherent in service design. Explain the stages and unique elements of the new-service development process. 10,10

8. Write short notes on the following :

(a) Advertising, Branding and Packaging of Services. 10

(b) Demand-Supply Management. 10