



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:III	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Service Marketing	Course Code:MBA22 3 1 07	
	Max. Marks:60	Duration:2hrs 30 mins	

	<p><b>Instructions:</b> Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none"><li>1. This question paper contains two page(s).</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. Question 1 and 2 are compulsory. Solve (a) OR (b) and (c) OR (d) for question number 3, 4 and 5.</li></ol>	
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**Question No. 1 Attempt following Question**

- 1a) Identify and discuss the 4 I's of service marketing? (6) CO1

**Question No. 2 Attempt following Question**

- 2a) Describe the service marketing triangle with its elements? (6) CO1

**Question No. 3 Attempt following Question**

- 3a) Describe Service Encounter? Explain the types of service encounters? (8) CO2

**OR**

- 3b) Explain how physical evidence influences the customer perception about the quality of service? (8) CO2

- 3c) Discuss the Goods – Service Continuum? (8) CO2

**OR**

- 3d) Identify the difference in service and goods marketing? (8) CO2

**Question No. 4 Attempt following Question**

- 4a) Describe risk perceived by customer in a service? Explain the types of risks perceived? (8) CO3

**OR**

- 4b) Discuss the search, experience and credence property? (8) CO3

4c) Summarize the GAP1. State the reasons for GAP1 and methods to bridge the gap? (8) CO3

**OR**

4d) Conceptualize Zone of Tolerance? Discuss the factors that affects the Zone of Tolerance? (8) CO3

**Question No. 5 Attempt following Question**

5a) Illustrate GAP model of service quality with the help of a diagram and explain the GAPS in brief? (8) CO5

**OR**

5b) Discuss how relationship marketing helps in understanding the customer expectations? (8) CO5

5c) Design a service blueprint covering all its elements for a Hospital Industry? (8) CO5

**OR**

5d) Construct a service map of hotel industry and its management facilities? (8) CO5