



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:III
Class: SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Service Marketing	Course Code:MBA22 3 1 07
Max. Marks:60	Duration:2.30 Hrs.

Instructions: 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.

1. This question paper contains two page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Attempt any one question from (a) OR (b) and any one question from (c) OR (d) for Question No. 3,4 & 5.

Question No. 1 Attempt following Question

- 1a) Recognize the contribution of Service sector in Indian economy? (6) CO1

Question No. 2 Attempt following Question

- 2a) Recall what is service recovery? Discuss importance of Service recovery? (6) CO1

Question No. 3 Attempt following Question

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

OR

- 3b) Describe risk perceived by customer in a service? Explain the types of risks perceived? (8) CO2

- 3c) Discuss how relationship marketing helps in understanding the customer expectations? (8) CO2

OR

- 3d) Illustrate the Goods – Service Continuum? (8) CO2

Question No. 4 Attempt following Question

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

OR

- 4b) Describe Service Encounter? Explain the types of service encounters? (8) CO3

OR

- 4d) Explain how physical evidence influences the customer perception about the quality of service? (8) CO3

Question No. 5 Attempt following Question

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

OR

- 5b) Discuss the search, experience and credence property? (8) CO5

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

OR

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

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