



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

InSem Examination-I Winter2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2024
Name of Course:Services Marketing	Course Code:2410613A
Max. Marks:30	Duration:1.15 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 1 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. Q1 and Q3 are compulsory solve any one from a or b for Q2 and Q4

Marks CO

Question No. 1

- 1 a) Apply Characteristics (4I's) of Services Marketing for any fast food chain you like? (3) CO1
- 1 b) Write Concept of Services Marketing and Analyze Extended P's of Services Marketing for State Bank of India? (4) CO1

Question No. 2

- 2 a) Illustrate Ethical practices used in Services Marketing with example related to it? (8) CO1

OR

- 2 b) Analyze Challenges faced by Quick Grocery (Quick Commerce) segment leader Blinkit ? (8) CO1

Question No. 3

- 3 a) Illustrate Factors that influence Customer Perception of Service?((3) CO2
- 3 b) Explain Common Causes of Service Failure with example? (4) CO2

Question No. 4

- 4 a) Explain Customer Buying Journey and Summarize Stages of the Customer Buying Journey when you want to purchase a new laptop? (8) CO2

OR

- 4 b) Recommend Methods of Listening to the customers through Market Research to find out the problems of any service based business/start-up you like? (8) CO2

..... End of question paper.....