



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:2022
Name of Course:Service Marketing	Course Code:MBA223107
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 one page.
2. Answer to each question to start with 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. Q.1) and Q.3) are compulsory. For Q.2) and Q.4) solve any one out of (a) or (b).

Marks CO

Question No. 1

- 1 a) Recall the Goods – Service Continuum depicting nature of services? (3) CO1
1 b) Discuss the classification of service? (4) CO1

Question No. 2

- 2 a) Recognize the reasons contributing in the growth of service sector? (8) CO1

OR

- 2 b) Identify the Marketing challenges in service industry? (8) CO1

Question No. 3

- 3 a) Discuss the search, experience and credence property? (3) CO2
3 b) Explain service encounters along with its types? (4) CO2

Question No. 4

- 4 a) Deduce the Zone of Tolerance and explain how it defines level of service quality? (8) CO2

OR

- 4 b) State the factors determining the customer expectation of service? (8) CO2

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