



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

WINTER-2025	
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: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. Question No. 1 and 2 are compulsory. For Question No. 3, 4 and 5 solve any one out of (a) or (b) and any one out of (c) or (d)

Marks CO

Question No. 1

- 1a) What are the key characteristics of service marketing? (6) CO1

Question No. 2

- 2a) Identify & discuss the elements of service marketing triangle? (6) CO1

Question No. 3

- 3a) Explain the concept of service encounter? Describe the types of service encounter? (8) CO2

OR

- 3b) Describe how the understanding about the service quality is influenced by physical evidence? (8) CO2

- 3c) Explain how variation from pure goods to pure service are mapped on Goods-Service Continuum? (8) CO2

OR

- 3d) Differentiate between the characteristics of service marketing & goods marketing? (8) CO2

Question No. 4

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

OR

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

- 4c) Analyse the reason due to which GAP-1 of service quality arises. State the methods to close the gap? (8) CO3

OR

- 4d) Hypothesize the concept of Zone of Tolerance? Summarize the aspects that affects the Zone of Tolerance? (8) CO4

Question No. 5

5a) Demonstrate the GAP model of service quality? Explain the various GAPs involved? (8) CO5

OR

5b) Summarize the role of relationship marketing in understanding the customer expectations? (8) CO5

5c) Create blueprint depicting the service elements of hospitality industry? (8) CO5

OR

5d) Design a service map covering the management facilities of hotel industry? (8) CO5

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