

Code No: 764AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, September - 2023

SERVICES MARKETING

Time: 3 Hours

Max.Marks:75

Note: i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

## PART - A

(25 Marks)

- 1.a) Discuss the characteristics of services marketing. [5]  
 b) Discuss the consumer perceptions of service. [5]  
 c) Illustrate the Challenges of service innovation. [5]  
 d) Describe the objectives and stages of Service process. [5]  
 e) Explain the distribution Channels in service industry. [5]

## PART - B

(50 Marks)

- 2.a) What are the 7p's of Services marketing mix.  
 b) Discuss the Emerging service sectors in India. [5+5]

OR

- 3.a) Define technology. What is the role of technology in services?  
 b) Explain the Challenges faced by the services sector. [5+5]
- 4.a) How to Build customer relationships? Explain.  
 b) Describe the basic consumer expectations. [5+5]

OR

- 5.a) Infer the elements of Consumer feedback of services.  
 b) Summarize the recovery strategies of services. [5+5]

- 6.a) Illustrate the Gaps model of Service quality.  
 b) Classify the types of service innovation. [5+5]

OR

- 7.a) Explain the different types of Services.  
 b) Describe the different types of designing the service scape. [5+5]

- 8.a) Discuss the components of Service blueprinting.  
 b) What are the advantages and disadvantages of Service guarantee? [5+5]

OR

- 9.a) Explain the Customer's role in service delivery.  
 b) Why are ethics important in-service firms? [5+5]

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10.a) Interpret the Pricing strategies for services.

b) Define Managing distribution. Discuss the strategies of distribution management. [5+5]

**OR**

11.a) How do you Manage people in service industry? Explain.

b) Evaluate the five categories of strategies to match service promises with delivery. [5+5]

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