

**R19**

**Code No: 764AD**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, February - 2024**

**SERVICES MARKETING**

**Time: 3 Hours**

**Max.Marks:75**

- Note:**
- The Question paper consists of Part A and Part B.
  - Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
  - In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, and b as sub-questions.

**PART - A**

**(25 Marks)**

- What are the main characteristics of services? [5]
- How do consumers form perceptions of service quality? [5]
- What is servicescape, and why is it important in the service industry? [5]
- Describe the role of employees in service delivery. [5]
- Explain the different pricing strategies that are used in the service industry. [5]

**PART - B**

**(50 Marks)**

- Explain the impact of technology on the delivery of services and what are the challenges faced by the services sector in India? [10]

**OR**

- What are the implications of technology for service firms in terms of efficiency and customer experience?

- Brief on types of services and service marketing mix. [5+5]

- What are the ethical considerations in studying and influencing consumer behavior in services?

- Illustrate the strategies for building customer relationship. [5+5]

**OR**

- Describe the potential consequences of failing to meet customer satisfaction in service organizations.

- Explain different service recovery strategies. [5+5]

- What are the features of service quality? Explain the quality importance in service oriented industries. [10]

**OR**

- How do you define service excellence, and why is it a goal for many service organizations? [10]

- Discuss the impact of employee training and development on service excellence. [10]

**OR**

- What are the various strategies a service business employs to balance supply and demand fluctuations? [10]

QA QA QA QA QA QA QA G

- 10.a) Discuss the various categories of strategies used to match service promises with delivery.
- b) Describe the pricing strategies for services. [5+5]

**OR**

QA 11. Explain the role of social media and digital marketing in promoting services and engaging with customers. [10] QA G

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