

**Subject : Elective-VIII : Services Marketing (Marketing Management)**

Day : Thursday  
Date : 16/06/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 70 Total Pages : 1

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**N. B. :**

- 1) Attempt **ANY THREE** questions from Section – **I** and **ANY TWO** questions from Section – **II**.
  - 2) Figures to right indicate **FULL** marks.
  - 3) Both the sections should be written in the **SAME** answer book.
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**SECTION – I**

- Q. 1** What role is played by services in a growing economy? Explain the 4 P's of marketing of services. **(14)**
- Q. 2** How are customer expectations understood and managed in marketing of services? **(14)**
- Q. 3** Explain the blue printing of services. How are the service gaps identified and bridged by a successful service company? **(14)**
- Q. 4** What pricing strategies can be used by service marketing companies? Justify your answer with suitable examples. **(14)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(14)**
- a) Frame work of services marketing
  - b) CRM in services marketing
  - c) Service quality measurement
  - d) Service promotion

**SECTION - II**

- Q. 6** You are a Manager in a five star hotel. Develop a plan to understand the gap between customer expectations and expected service. With necessary assumptions suggest system to bridge the gap keeping in mind all the marketing mix elements. **(14)**
- Q. 7** Prepare a marketing plan for a company planning to enter Indian market. Assume any service product of your choice. **(14)**
- Q. 8** Hospital Industry as service has the peculiar characteristics of intangibility. Inseparability, Variability and Perishability. Suggest the marketing strategy keeping in mind the above characteristics. **(14)**

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