

R19

Code No: 764AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, July/August - 2021

SERVICES MARKETING

Time: 3 hours

Max.Marks:75

**Answer any five questions
All questions carry equal marks**

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1. Discuss on the basic characteristics of services compared with goods. What are the implications of these characteristics for IBM Global Service or for Southwest Airlines? [15]
2. Illustrate on services marketing triangle. Explain its significance and application to service organizations. [15]
3. Analyze the factors that affect customer perceptions with suitable examples and brief on service recovery strategies. [15]
4. If you were the marketing manager of an airline company, how would you use market research effectively to judge customer expectations? [15]
5. Describe the gaps model. Apply it to any one service industry of your choice, and explain how it could be used to plug the possible gaps in service quality. [15]
6. Demonstrate the stages involved in service innovation and development with suitable illustrations and brief on the role of employee in service delivery. [15]
- 7.a) Using, examples, contrast contractors, modifiers, influencers and isolated role players in a service firm.
b) Critically assess the concept of Service Blueprint with relevant example in the context of services. [8+7]
- 8.a) Compare and contrast advertising and public relations by quoting relevant examples.
b) Critically analyze both direct and indirect modes of distribution. Include examples in your analysis. [8+7]

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