

**Code No: 764AD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, March/April - 2022****SERVICES MARKETING****Time: 3 Hours****Max.Marks:75**

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

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1. Define Service and explain the different types of services with suitable example. [15]
2. Explain the components of Service Marketing mix with suitable example. [15]
3. What are consumer expectations in service marketing? Explain the consumer expectations from the online food delivery organizations. [15]
4. Active listening to customers systematically is important to the organizations to take necessary steps in the service marketing. Explain how do you perform it. [15]
5. Define the term service innovation and explain about the different types of service innovations. [15]
6. Narrate the concept of Service Quality Gap and explain the various measures of service quality gap. [15]
7. Write a short note on the ethics in service firms. [15]
8. Mention the different pricing strategies for a service firm. [15]

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