

**Code No: 764AD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA IV Semester Examinations, September/October - 2022  
SERVICES MARKETING****Time: 3 Hours****Max.Marks:75****Answer any five questions  
All questions carry equal marks**

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1. What is the nature of expanded marketing mix of service marketing? Discuss it in the light of challenges posed on account of the expanded components. [15]
- 2.a) What is fintech services? Discuss the emergence of the services and the role played by them.  
b) What is the relevance and importance of SERVQUAL for service marketing? [8+7]
- 3.a) Briefly explain how culture impacts service marketing.  
b) What could be the relevant and simple strategy to influence customer perception? [7+8]
- 4.a) What is customer profitability segmentation? What is the logic behind it?  
b) What are the implications of servicescape in marketing? [8+7]
- 5.a) Develop a service blueprint for economy restaurant service.  
b) What is surge pricing? How is it viewed by customers and service providers? [9+6]
- 6.a) What are some of the circumstances which brings into the four ethical issues in services? Illustrate your answer with example.  
b) What are the advantages of having brokers and agents as intermediaries in services marketing? [8+7]
- 7.a) How would you develop employees to deliver better quality services?  
b) What is self-service technology? Give five examples. [9+6]
- 8.a) What are the problems in competition-based pricing in services?  
b) How would you plan an optimum promotional strategy for life insurance? [8+7]

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