

**Code No: 764AD****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, March/April - 2023****SERVICES MARKETING****Time: 3 Hours****Max.Marks:75**

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

**PART - A****(25 Marks)**

- 1.a) Differentiate between goods and services with examples. [5]  
b) What do you mean by customer satisfaction in service marketing? [5]  
c) Explain about gap model in service marketing with examples. [5]  
d) What are the characteristics of service guarantee? [5]  
e) How do you manage distribution channels in service industry? [5]

**PART - B****(50 Marks)**

- 2.a) Describe the service marketing triangle with illustration.  
b) Explain the various challenges faced by the service sector in India. [5+5]  
**OR**  
3.a) Identify the emerging service sectors in India and its impact on Indian economy.  
b) Examine the service marketing mix elements. [5+5]  
4.a) Explain the significance of consumer perception of service and give some latest examples.  
b) Describe the causes for service failure with illustration. [5+5]  
**OR**  
5.a) How do service firms understand consumer requirements and how do they fulfill it?  
b) Discuss the service recovery strategies. [5+5]  
6. What is physical evidence in service marketing and explain various elements of physical evidence? [10]  
**OR**  
7.a) What is meant by service innovation and explain different types of service innovation?  
b) Brief on designing servicescapes. [5+5]  
8.a) Analyze the customer's role in service delivery.  
b) Discuss the ethics in service firm. [5+5]  
**OR**  
9.a) What is mass production and explain its advantages and disadvantages?  
b) Brief on service blue printing. [5+5]

- 10.a) What is promotional strategy for services and explain different promotional strategy for services? [5+5]  
b) Describe the modes for managing people in service industry. [5+5]
- OR**
- 11.a) What are five categories of strategies to match service promises with delivery? [5+5]  
b) Discuss the methods of pricing. [5+5]

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