

**M. B. A. Examination.**  
**Semester 3 December 2014.**  
**Service Marketing.**

Time : 2½ hours.  
Total Marks : 70.

- (14)
- 1.0 Is it possible for an economy to be based entirely on services? Is it good for an economy to have a larger service sector? Discuss.
- OR
- Define the term marketing mix. Discuss its role and strategies in service marketing.
- (14)
- 2.0 How are customers' expectations formed? Explain the difference between desired service and adequate service with reference to a service experience you've recently had.
- OR
- Clarify the difference between high contact and low contact services, and explain how the nature of the customer's experience may differ between the two. Give 2 examples.
- (14)
- 3.0 Discuss in detail the challenges and the factors involved in pricing of services.
- OR
- Why word of mouth is considered so important for the marketing of services ?  
How can a service firm that is the quality leader in its industry induce and manage word of mouth ?
- (14)
- 4.0 Write a detailed note on demand and supply management in services with suitable examples.
- OR
- What is the role of blueprinting in designing, managing, and redesigning service processes?
- (14)
- 5.0 Explain the concept of quality in services with GAP model of Service quality.
- OR
- Prepare a detailed marketing plan for a hospital proposed to serve the low-income group and want to make a profit.

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