

2021

BUSINESS ADMINISTRATION — HONOURS

Paper : A603-DSE-2C

(Marketing of Services)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer **any five** questions.

1. (a) Differentiate between services and customer service.
(b) How is technology changing the nature of services?
(c) Explain how culture affects the consumer decision making process in services.
(d) What is customer satisfaction and why it is important? 4+4+4+4
2. (a) Discuss the steps involved in market segmentation.
(b) What challenges the service organizations face in segmentation?
(c) Explain the concept of customer profitability segmentation.
(d) Describe the services marketing triangle. 4+4+4+4
3. (a) Discuss the stages involved in the consumer decision making process and evaluation of services.
(b) Define service quality. Explain the SERVQUAL scale given by Parasura man, Zeithaml and Berry. 8+8
4. (a) Discuss, in detail, the causes behind service switching.
(b) What are the various types of service Guarantees' that can be offered by the companies to recover customers?
(c) Discuss the customer's role as a contributor to service quality and satisfaction. 4+4+8
5. (a) Differentiate between goods and services.
(b) State the role of positioning in services marketing.
(c) Write a note on augmented product.
(d) State the reasons for the growth of services in the modern economy. 4+4+4+4
6. (a) Mention the phenomenal growth in the services markets in India in 21st century.
(b) Explain 7Ps of services marketing mix. 8+8

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7. (a) Outline the need of new service development.
(b) Discuss the service marketing opportunities in hospitality and tourism sector.
(c) Explain the need of logistics services. 4+8+4
8. What do you understand by service blue printing? Outline the steps to create a service blue print. 6+10
9. (a) How does the targeting of service market take place?
(b) Elucidate the advantages and disadvantages of different targeting strategies. 6+10
10. Write short notes on the following : 8+8
(a) Mass service marketing
(b) Product variety marketing.
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