

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION SEPT 2018

MKT-T4-4 SERVICE MARKETING

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. What is service marketing triangle?
2. Explain briefly "zone of tolerance".
3. Describe the term "flower of service".
4. Elucidate "Service blue print".
5. What is service guarantee?

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. "The 4P's are all a marketing manager needs to create a marketing strategy for a service business". Do you agree? Why? Also discuss about the unique features of service.
7. Explain in detail "Servuction Model"
8. Describe the stages in new service development process. How new service development is different from new product development?
9. Explain the Gap model of service quality.
10. What are the steps in developing a service recovery program? Discuss the recommended recovery strategies from a service failure.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. After spending 10 years in the hospitality sector in Dubai, Mr. Arun Narayan was appointed as the V. P (Marketing) of a leading hotel chain in India. His first assignment was to develop a marketing strategy for its proposed hotel in Kerala. Put yourself in the role of Mr. Arun Narayan and develop a marketing strategy for the firm, which may include marketing mix, segmentation, targeting, positioning and branding.

(20 marks)
