

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION(R&S), NOVEMBER 2019

Course Code: MKTT404
Course Name: SERVICES MARKETING

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

Marks

Write short notes on:

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|---|--|-----|
| 1 | Service intermediaries. | (2) |
| 2 | Benefits of customer segmentation in services. | (2) |
| 3 | New Services | (2) |
| 4 | SERVQUAL | (2) |
| 5 | Service failure | (2) |

PART B

Answer any three questions. Each question carries 10 marks.

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| 6 | “The zone of tolerance is a range of service performance that a customer considers satisfactory”. Elucidate. Bring out the factors that influence zone of tolerance. | (10) |
| 7 | The flower of service is a fundamental activity in developing a service. Explain. | (10) |
| 8 | What is Service Blue Printing? Illustrate with reference to a Speciality Hospital. | (10) |
| 9 | What are the broad categories of Services? Substantiate. | (10) |
| 10 | Discuss the components of an effective complaint handling system. | (10) |

PART C

Compulsory Question. The question carries 20 marks.

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| 11 | (i) “When consumers are interested in purchasing services, they are likely to seek or take in information from several sources”. Elucidate. | (10) |
| | (ii) Explain service product mix with the help of an example from the banking industry . | (10) |
