Reg No.:_____   Name:_____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
MBA T4 (Regular and Supplementary) Examination, November 2020

Course Code: MKT-T4-4

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:

1	Service Marketing.	(2)
2	Zone of tolerance is the variation in **service** that customers recognize and are willing to accept.	(2)
3	Service Life Cycle	(2)
4	One example each of service factory and service shop.	(2)
5	Service guarantee.	(2)

PART B
Answer any three questions. Each question carries 10 marks.

6	Why do customers complain against service failures?	(10)
7	Is good service quality a cost or a revenue provider? Discuss with the help of example.	(10)
8	Write any five differences between product and services.	(10)
9	Understanding and sketching a pattern of demand variation is very important in services". Discuss.	(10)
10	"Service attributes play an important role in distinguishing between high and low satisfaction and loyalty groups". Elucidate. Explain the role of service attributes and levels in positioning of services.	(10)

PART C
Compulsory Question. The question carries 20 marks.

11 (i)   "The three-stage model of service consumption approach is helpful in   (10)
          developing a clear research focus and direction, and managers in setting

objectives and shaping consumer behaviour in a targeted manner." Elucidate. Describe the three-stage model of service consumption.

(ii) "Understanding and sketching a pattern of demand variation is very important in services". Discuss.   (10)

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