7. What are the objectives of service pricing ? Explain the methods of pricing. How do you price services for quality-conscious, value conscious and price-conscious customer segments ?

Unit IV

8. Why service failure takes place in insurance sector ? Also devise a comprehensive plan to recover this failure.

9. Take the case of any familiar hospital and explain how the problem of intangibility be overcome through service product evidence ? What kind of physical evidence can be used to market its service products ?

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M.B.A. EXAMINATION, 2026

(Fourth Semester)

(Re-appear Only)

(From 2019-20 Onwards)

SPL-MARKETING

Service Marketing

Time : 3 *Hours*] [*Maximum Marks :* 80

Before answering the question-paper, candidates must ensure that they have been supplied with correct and complete question-paper. No complaint, in this regard will be entertained after the examination.

Note : Attempt *Six* questions in all. Q. No. **1** is compulsory (20 marks). Attempt remaining *five* questions selecting *one* from each Unit (12 marks each).

(Compulsory Question)

1. (a) Define service economy.

(b) Discuss the problems due to perishability.

(c) Dimensions of service quality.

(d) What is Heterogeneity ?

(e) Service encounter.

(f) Service blueprint.

(g) Factors influencing the service distribution network.

(h) Barriers in global marketing of services.

(i) Service communication mix.

(j) Customer role in service delivery.

Unit I

2. Discuss the classifications of services and marketing implications for each category.

3. Critically discuss the importance of services in the economic growth of India. What challenges are confronted by service industry in India and why ?

Unit II

4. Explain the elements of the consumer behavior that are relevant to understanding their service experiences and evaluation.

5. Assume yourself in any service organization. What points would you consider while measuring the service quality ? Which strategy would you adopt to achieve service quality in your organization ?

Unit III

6. Discuss the role of differentiation in positioning. Which strategies can be used in positioning a tourist destination in India ? Explain with recent examples.

Unit V

10. Identify the services that offer potential for international marketing and examine India's strength and weaknesses in exploiting the potential.

11. What are the alternative strategies for international marketing of services ? Critically evaluate these strategies and suggest for which services each of them is suitable ?

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