

Part A (15x2=30)

1.
 - a. Define service Marketing.
 - b. What is service management trinity?
 - c. Define servicecape?
 - d. What do you mean by service recovery?
 - e. What do you mean by inter-functional conflicts?
 - f. Highlight role of intermediaries in delivering quality services.
 - g. Highlight the meaning of customer service functions.
 - h. What are the purposes of segmenting the services Markets.
 - i. What do you mean by supplementary services.
 - j. What are positioning maps.
 - k. Suggest ways to manage demand for services.
 - l. Suggest various bases for segmenting market for a service.
 - m. What is meant by perishability of a service.
 - n. Define Relationship marketing.
 - o. What is service targeting.
2. What are the reasons for the growth of the services sector? Explain with suitable example.
3. Explain salient feature of various elements of the services marketing mix.
4. Critically examine the characteristic features of Services, by citing examples.
5. Write a note on classification of services.
6. Why is it important to understand customer expectations and perceptions? Explain with examples.
7. Explain the benefits of relationship marketing. What strategies you would recommend for developing and maintaining relation with the customers?
8. Suggest suitable waiting line strategies for a service organization. Give suitable examples.
9. Elaborate on the role of employees in delivery quality services, with suitable illustrations.
10. Explain the concept of internal marketing , with examples.
11. Outline the salient features of various element of services communication mix.
12. What are the alternative pricing strategies you would recommend to a service organization? Illustrate
13. Outline various gaps that can exist in services quality. What are your prescriptions to reduce such gaps.