Subject	Service Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	24.12.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) Answer the question below form the MMT case, briefly 20 Marks(Compulsory)
a) What according to you what should be the target group of MMT?
b) Explore the Product aspect of MMT and which factor out of 7P's is more prominent according to you?
c) Explore the business model of MMT?

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c) ─────── (5x2) = 10 Marks*
a) *Enumerate the importance of service sector in India*
b) *How are services different from physical goods?*
c) *How do the services mix impact the consumer decisions?*

Q3) *Any two from (a) or (b) or (c) ─────── (5x2) = 10 Marks*
a) *What are the stages in consumer decision making process for services consumption?*
b) *How do consumers perceive the risk of service purchased and highlight the strategies to combat the perceived risk?*
c) *What are the factors which influence the customer expectations?*

Q4) *Any two from (a) or (b) or (c) ─────── (5x2) = 10 Marks*
a) Service encounter stage is a very crucial stage. Highlight few models which help in evaluating the state?
b) What are the gaps to be looked into for a perfect service delivery?
c) What are the 22 gaps which can be looked into as per the service gap model?

Q5) *Any two from (a) or (b) or (c) ─────── (5x2) = 10 Marks*

a) What is the purpose of service environment?
b) Explain the Mehrabian- Russell Stimulus response model?
c) What are the various dimensions of service environment?

Q6) *Any two from (a) or (b) or (c) ─────── (5x2) = 10 Marks*
a) Why are the frontline so crucially importance to the success of service firms?
b) What can be the issues and problems if the working condition and organization culture not conducive?
c) Identifying the right candidate is a difficult task for services? Comment.

Q7) *Any two from (a) or (b) or (c) ─────── (5x2) = 10 Marks*
a) Define service Engineering and are various service engineering processes?
b) How can the service blue printing method help in service designing and reengineering?
c) Draw a blue print of house hold appliance repair service?