

VPM's
DR VN BRIMS, Thane
Programme: MMS (2018-20) (Mktg.)
Third Semester Examination October 2019

Subject	Services Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	23.10.2019

	Instructions:-	Marks
	<ul style="list-style-type: none"> • Q. No 1 is compulsory. • Attempt Any Four from the Remaining Six Questions. • Figures to the right indicate marks in full. 	
Q. 1	Case/Case-let Study (500-800 words)	20
	<p>Gujrat has been an affluent state in term so heritage, archeological sites, ecology, wild life sanctuaries, spiritual locations, deserts, beaches and more. Gujrat has a rich variety of food with ethnic treasure of vibrant festivals with beautiful sites has tremendous potential for tourism. Tourism Corporation of Gujrat has decided to take up this mighty challenge to develop tourism in state. The challenge was mammoth and to meet it successfully one of the most charismatic celebrity and the biggest superstar ever of Indian film industry, Amitabh Bachchan was brought on board as its brand ambassador and Mr. Piyush Pandey from Ogilvy and Mather was signed on. Things gradually fell into right place and thus was born the campaign “<i>khushboo Gujrat ki</i>”. The campaign connected all the state’s attributes and worked well for the state.</p> <p>Questions:</p> <ol style="list-style-type: none"> a. How would you go ahead and develop a campaign for any state in India to attract domestic as well as foreign tourist? b. Explain the different challenges of branding with reference to service sector. 	
Q. 2	Answer Any two from the following.	5x2 = 10
	a. Illustrate the concept of empathy in service marketing.	
	b. Identify the need for service quality measurement.	
	c. Discuss the major issues and challenges of service marketing in India.	
Q. 3	Answer Any two from the following.	5x2= 10
	a. “It is easy to differentiate products from one another when compared to services.” how?	
	b. Order the elements of expanded marketing mix for a service business.	
	c. Explain various strategies to close service quality gaps.	
Q. 4	Answer Any two from the following.	5x2 = 10
	a. Describe the consumer’s decision process in the purchase of healthcare services.	
	b. Report the importance of service personnel in the entire service process.	
	c. Explain GAP model of service quality.	
Q. 5	Answer Any two from the following.	5x2 = 10
	a. Recall “service recovery”. Explain various ways to recover the service failures.	
	b. Identify the role of relationship marketing in service delivery.	

	c.	Apply SERVQUAL for restaurant Services.	
Q. 6		Answer Any two from the following.	5x2 = 10
	a.	Discuss the role of internal marketing in service marketing.	
	b.	Recognize the consumer's decision process in the purchase on E Commerce.	
	c.	Define CRM. Enumerate various applications of CRM in services marketing.	
Q. 7		Answer Any two from the following	5x2 = 10
	a.	Discuss the role of service-scopes in marketing of services.	
	b.	Sort the 7 P's of Services Marketing with special reference to Tourism service sector.	
	c.	List the essentials for service blueprinting.	