

Total No. of printed pages = 2.

BA 17240 M 2

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Roll No. of candidate

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2022

BINA CHOWDHURY CENTRAL LIBRARY  
(GIMT & GIPS)  
Azara, Hatkhowapara,  
Guwahati - 781017

M.B.A. 4<sup>th</sup> Semester End-Term Examination

MARKETING OF SERVICES

(New Regulation)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

(Q.no 1 is compulsory and any *four* from the rest)

1. Fill in the blanks:

(10 × 1 = 10)

- Services are normally \_\_\_\_\_ (homogeneous / heterogeneous)
- Advertising is a \_\_\_\_\_ service. (customer/business)
- \_\_\_\_\_ service is normally offered with an intention to earn profit (commercial/non-commercial)
- Zone of tolerance is the difference between the desired service and service (adequate/predicted)
- \_\_\_\_\_ is the difference between customer driven service design and Standard and Management Perception of customer expectations. (GAP2/GAP3)
- \_\_\_\_\_ is the difference between customer's expectation and company understanding of those expectation (Listening Gap/Performance Gap).
- \_\_\_\_\_ Encounter can occur without any direct human contact. (Remote/Phone).
- \_\_\_\_\_ means a response that provides a pleasurable level of consumption related fulfillment. (Customer's satisfaction / Customer's expectations).

[Turn over

- (i) A \_\_\_\_\_ occurs every time a customer interacts with the service organisation. (Service Encounter / Service Blueprint).
- (j) \_\_\_\_\_ is the willingness to help customers and provide prompt service. (Service assurance/Service Responsiveness)
2. (a) Discuss the different types of services with suitable examples. (9)
- (b) "Service Marketing Mix is an integral part of service blueprint design" — Discuss. (6)
3. (a) Define Customers expectation. How do customers form these expectations? What do customers expect from business today? (2+3+4=9)
- (b) "A critical part of managing buyers expectations is understanding the factors that can influence their perceptions" - Explain. (6)
4. (a) The SERVQUAL instrument measures the five dimensions of Service quality. (5)
- (b) Discuss the GAP Model of service quality. (10)
5. (a) Explain the importance of customer relationship management in current business scenario. (7)
- (b) Discuss the various relationship marketing strategies adopted by retailers in India. (8)
6. (a) "Customer bonding is just the process through which a company or an organization makes connections with the customers". - Explain (6)
- (b) What is service failure? Discuss how the service providers recover from service failure. (2+7=9)
7. (a) "By delivering service guarantees, firms are forced to focus on customers want and expectations in every aspect of service". - Discuss. (7)
- (b) Discuss the strategies to be developed for shifting capacities to meet the demand. (8)

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