DECEMBER 2022 **P/ID 78014/RMB01**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is Service Management?

2. How Pricing impacts Services Marketing?

3. Define Service Blueprinting.

4. Give example for Service Innovation.

5. Define Servicescape.

6. What is meant by Service Recovery?

7. Define Intangible Service.

8. What is Market Segmentation?

9. Define Service Quality.

10. What are the Purposes of Service Delivery System?

11. Write a brief note on Service Strategy

12. Name few Public Utility Services.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each

13. List down the Characteristics of Services Marketing.

14. Discuss the Challenges in Service Design.

15. Explain the Role of Technology in Service Marketing Process.

16. Suggest and Interpret Strategies for Closing the Service Quality Gaps.

17. Explain the Components of Service Quality.

18. Outline the Characteristics of Financial Services.

19. Examine the Factors influencing Service Quality.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Discuss the Evolution and Growth of Service Sector in India.

21. Evaluate the various Distribution Channels of Services.

22. Elucidate the Strategies for managing Demand and Supply in Services Marketing.

23. Illustrate Service Quality Gap Model.

24. Describe the Types Professional Services Firms with examples.

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