MAY 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. Define Services.
2. What is meant by "Zone of Tolerance"?
3. Write short on Service Marketing Mix.
4. Give example for Service-Good mix.
5. What is Service Recovery?
6. Examine the need of Service Reliability.
7. Define Services Marketing Strategy.
8. Write a brief note on Service Orientation.
9. What is Perceived Service Quality?
10. State the Purpose of Service Delivery System.
11. Briefly explain Service Performance Gap.
12. Give examples of Professional Services.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Show the Importance of Services Marketing in Developing Countries.

14. Discuss the Growth of Service Sector in India.

15. Examine the Role of Distribution Channels in a Service Industry.

16. Describe the Dimensions of Service Quality.

17. Mention the five Gaps in Service Quality.

18. Examine the Factors influencing Customer Expectations in Service Marketing.

19. Inspect the Types of Hospitality Services with example.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Illustrate the Process of Service Blueprinting with a suitable example.

21. Describe the Elements of Marketing Mix for Services.

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

23. Evaluate the Impact of Service Quality on Customer Relationship Management.

24. Explain the Classification of Financial Services with examples.

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