

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
MBA SEMESTER III EXAMINATION, 2018
PAPER- MBA-GE - MM-05
SERVICES MARKETING

Time: Three hours

Maximum Marks: 75

Attempt any **five** out of the following. Each question carries equal marks. **(5 x15=75 marks)**

1. (a) Differentiate between People Processing and Mental Stimulus processing services. Provide an example of both. Are these high contact or low contact services? Justify.

(b) Explain the concept of service theatre & Servuction model with reference to the same.

2. What are the back stage elements of (a) a car repair facility, (b) An airline and (c) a restaurant? Under what circumstances it would be appropriate to allow customers to see some of these backstage elements, and how would you do it?

3 (a) What are the customer expectations and perceptions of services? Discuss, applying the concepts expected and desired level of services.

(b) Differentiate between the search, experiential & credence service attributes.

4. Discuss the essential & peripheral components of physical evidence for the following:

- i. Travel & Tourism agency
- ii. Kids Play Zone

5. What are the steps involved in service process Blueprinting? Develop a process blueprint of a hypermarket.

6. Explain the dimensions of service quality. Design a questionnaire to understand the SERVQUAL perception of students with respect to their academic institute.

7. Choose any service organization discuss the GAP model of service quality; also suggest suitable measures for closing the same

8. Explain why it is important for service organizations to match demand and capacity. Elaborate upon the strategies to synchronize the two?