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**School of Management and Business Studies**  
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**Odd Semester Examination - January 2024**  
**MBA-III Semester**  
**MBA-GE-MM-05, Services Marketing**

**Duration: 3 Hours**

**Max Marks: 60**

*Note: Attempt any Five Questions, all questions carry equal marks. [12\*5=60]*

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Q1: (a) How can a service-based business effectively manage the intangibility of its offerings to enhance customer understanding and satisfaction?

(b) Explore how digital platforms and online channels can be utilised to address the challenges associated with the inseparability of services in today's evolving business landscape.

Q2: (a) Explain the concept of zone of tolerance, providing suitable examples.

(b) Explain the concept of search, experience & credence attributes in service evaluation while choosing between different dental clinics.

Q3: Explain the elements of physical evidence. Choose a service and give an example of essential & peripheral physical evidence.

Q4: Write short notes on any three:

- i. Servuction model
- ii. People processing vs possession processing services
- iii. Intangibility & inseparability of services
- iv. Hard vs. soft measures of service quality

Q5: Design the service blueprint of a multi-speciality hospital.

Q6: Your company has developed a residential society for senior citizens. Which elements of the promotion mix will you use to reach out to the target audience?

Q7: JHL Gym and Fitness Centre has been experiencing a decline in customer satisfaction levels over the past few months. The management decides to conduct a GAP analysis to identify and address the issues.

- (a) Identify the elements of the GAP model that JHL gym should consider in its analysis.
- (b) Suggest the strategies the JHL could implement to close the identified GAPs and improve customer satisfaction.

Q8: (a) Explore innovative approaches for managing the perishability of services, especially in industries where demand fluctuates seasonally.

(b) Differentiate between maximum capacity vs. optimum capacity? At which level would a service provider prefer to operate?

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