

Department of Management
School of Management and Business Studies
Jamia Hamdard
MBA III Semester Examination - December 2025"

Subject Name: Services Marketing

Max. Marks: 60

Subject Code: MBA-GE-MM-05

Time: 2.5 Hours

Attempt any Five Questions. All questions carry equal marks

(5 x 12 = 60)

Q1. a) Explain the gap between predicted service and adequate service, using an example from a recent restaurant or café visit.

(b) Differentiate between the search, experience and credence attributes of service evaluation.

Q2. A boutique fitness studio introduces personalised training programs. Discuss the marketing challenges created due to the intangibility, inseparability, and demand variability of fitness services. Propose solutions using the service marketing mix.

Q3. A new app, MindEase, offers meditation, live counselling sessions, and sleep therapy. Design a promotion mix that positions MindEase as a trustworthy mental wellness platform.

Q4. Write short notes on any three:

- i. Moment of Truth in services
- ii. Servuction Model
- iii. People processing vs possession processing services
- iv. Zone of tolerance

Q5. A fitness studio offering yoga, pilates, and HIIT sessions finds that despite good trainers, customer retention is low. Analyse how physical evidence affects the overall service experience. Recommend improvements.

Q6. Prepare a service blueprint for a diagnostic laboratory offering same-day test results, focusing on customer actions, visible contact employees, invisible contact employees, support systems, and evidence.

Q7. Elaborate upon the GAP analysis and prescriptions to fill the service quality gaps.

Q8. (a) Identify the demand cycle for services like movie theatres or amusement parks, noting the factors influencing peak and off-peak periods.

(b) Propose techniques a firm can use to manage its capacity with demand fluctuation.