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Odd Semester Examination - January 2023 – February 2023
MBA-III Semester
MBA-GE-MM-05
Services Marketing

Duration: 3 Hours

Max Marks: 75

Note: Attempt any Five Questions, all questions carry equal marks. [15*5=75]

Q1: Why do consumers of services perceive higher risks in their purchase and how can the service providers reduce this risk? Discuss with the help of examples.

Q2: (a) Explain the difference between the desired & adequate service levels with reference to a service experience you've recently had.

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

Q3: Elaborate upon the short-term pricing tactics used by service providers? Provide suitable examples.

Q4: Write short notes on any three:

- i. Service theatre model
- ii. People processing vs mental stimulus processing services
- iii. Perishability & variability of services
- iv. High contact vs. low contact services

Q5: (a) Conceptualize an innovative service offering targeting the senior citizens. Detail out the service flow for the same.

Q6: Discuss and graphically represent the process blueprint for an upscale restaurant.

Q7: Explain the dimensions of service quality. Design a questionnaire to understand the SERVQUAL perception of students with respect to their academic institute.

Q8: (a) "Service providers face some predictable cycles in demand". Please elaborate upon the statement choosing a service organization of your choice.

(b) What actions can a firm take to adjust capacity to match demand?
