

TB205590V

Reg. No :

Name :

BMS DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022
2020 ADMISSIONS REGULAR AND 2019, 2018 ADMISSIONS SUPPLEMENTARY
SEMESTER V - CHOICE BASED CORE (INTERNATIONAL BUSINESS)
MS5B15B18 - SERVICES MARKETING

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Define services.
2. What measures can you use to assess the contribution of services to Indian economy?
3. Using an example, explain the concept of high contact services.
4. List the major elements of servicescape with examples for each.
5. When we say "People" in services, what do we mean?
6. What happens during the Pre-purchase stage of service decision making?
7. Identify the category of the following services : (a) Fitness Centre (b) Office cleaning service (c) Broadcasting (d) Legal services
8. What are important attributes?
9. What do you mean by an undifferentiated market?
10. What is relationship marketing?
11. List two examples of capacity management.
12. What are the two methods in which you can manage the demand – capacity problem in service marketing?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Using an example, discuss how the intangible nature of services pose threat to its marketing. What can be done to address this issue?
14. You are to start an architectural firm in Kochi. What challenges will you face, being a service. List the challenges and your approaches to rectify the same.
15. Discuss the concept of front stage and back stage from the perspective of servuction system.
16. How can you classify services on the basis of the service act. Give examples for each.
17. Employees play a crucial role in service experience. Do you agree? Substantiate.
18. How will the blueprint of a technology enabled service be different from other services?
19. Discuss the role of segmentation in marketing of services.
20. How can you adjust the level of capacity to manage demand balance?
21. Discuss how to manage the demand – capacity balance by adjusting the demand using marketing strategies.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Write a detailed note on the different components of servuction system. Using example discuss the same.
23. Illustrate the service blueprint for a newspaper delivery service.

24. Do you think STP is important for services? Is it relevant only for products? Substantiate your answer with examples.
25. Illustrate the Service quality gaps model, explaining in detail the gaps and the sources of gaps.