

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025***Third Semester**Master of Business Administration***BA4011 - Services Marketing***Regulations - 2021***Duration : 3 Hrs****Maximum : 100 Marks****PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

Q.No	Questions	BLT	CO	Marks
1.	Write a note on service economy.	L1	1	2
2.	Distinguish between service and tangible products.	L2	1	2
3.	Recall the term service market potential.	L1	2	2
4.	Differentiate service market targeting with positioning.	L2	2	2
5.	Draw a service lifecycle and label its phases.	L2	3	2
6.	Name any two advantages of service quality function deployment.	L1	3	2
7.	Write a note on positioning of services.	L1	4	2
8.	Compare the difficulties in managing demand and services.	L2	4	2
9.	List any four service marketing strategies in practice.	L1	5	2
10.	Summarize the advantages in marketing of online services.	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11.	a i Discuss the evolution and growth of service sector in India.	L2	1	8
	ii Explain how intangibility, perishability, and variability define the nature of services.	L2	1	8
	Or			
	b i Interpret the unique characteristics of services with examples.	L2	1	8
	ii Outline the common challenges and issues in services marketing.	L2	1	8
12.	a Classify major types of services and analyze the relevance of classifying services based on tangibility and labor intensity in today's digital economy.	L4	2	16
	Or			
	b Analyze the impact of environmental factors like cultural shifts and customer behavior on service marketing strategies.	L4	2	16

13.	a	Compare and interpret each stage of the service life cycle that influences marketing strategies. Provide an example of a service going through the maturity stage and discuss how the company maintains market share.	L4	3	16
		Or			
	b	Explain the components of a service blueprint, including customer actions, front-stage, and back-stage processes. Analyze the role of service blueprinting in identifying bottlenecks and inefficiencies in service delivery.	L4	3	16
14.	a	Classify and examine different pricing approaches to services marketing.	L3	4	16
		Or			
	b	Discuss how the service marketing triangle illustrates the relationship between the company, employees, and customers.	L3	4	16
15.	a i	Discuss how the service strategies vary sector wise? Why there is variation?	L3	5	8
	ii	Explain the role of social media in the marketing of online services. Provide an example of how a streaming service can use digital marketing techniques to attract new subscribers.	L3	5	8
		Or			
	b i	Examine the factors that lead to the growth of Indian health care industry.	L3	5	8
	ii	Explain the service strategies for financial and entertainment sector.	L3	5	8