Register No.:   ....   Name.:   ....

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)
(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)
THIRD SEMESTER MBA DEGREE EXAMINATION (Regular), FEBRUARY 2022
(2020 Scheme)

Course Code: **20MBA257**

Course Name: **Services Marketing**

Max. Marks: **60**   **Duration: 3 Hours**

PART A
(Answer all questions. Each question carries 2 marks)
1. Describe broad categories of Services
2. Distinguish between undifferentiated and differentiated marketing
3. Enumerate the steps in development of a new service.
4. Explain the concept, 'Service Performance Metrics'
5. Prepare a list of service quality gaps.

PART B
(Answer any 3 questions. Each question carries 10 marks)
6. Illustrate the Servuction model
7. Summarize different demand forecasting methods in services marketing.
8. Discuss the role of price setting in revenue management of services.
9. Point out the importance of servicecape in services marketing.
10. Predict the use of technology in services marketing in near future to defend the issue of inconsistency.

PART C
(Compulsory question, the question carries 20 marks)
11. A very good friend of yours did computer engineering from a reputed college and thinking to embark a consultation firm dealing in digital marketing, marketing analytics and marketing research.
    On the backdrop of current pandemic the majority businesses has major thrust on online dealings. The supply chain in the country has disturbed. Consumers too have adopted the online system shortly. It has found that consumers have nicely accepted the online systems for search, evaluate, buy and pay.
    On the magnitude of this shift in buying behavior the opportunities for many industries crop up. The future is going to be of digital and sustainable businesses.
    Your friend has approached you for your advice, since you are undergoing the management education.
    a) Does your environment analysis recommend your friend to get into consultation firm in digital marketing? (Mention assumptions if any).   Marks (7)
    b) To begin with, justify the recommended market segment to target.   Marks (7)
    c) Develop service marketing mix for targeted segment.   Marks (6)

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