

Register No : _____

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

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)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define services economy.	RE	1	2
2.	List the characteristics of tangible products.	RE	1	2
3.	Apply 7P's of Marketing mix.	AP	2	2
4.	Why positioning is important in marketing?	RE	2	2
5.	Demonstrate service life cycle.	UN	3	2
6.	How will you measure service quality?	RE	3	2
7.	Illustrate the characteristics of service channel.	UN	4	2
8.	Summarize "Integrated service marketing communication".	UN	4	2
9.	Recall service marketing.	RE	5	2
10.	List the types of hospitality services.	RE	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Outline the unique characteristics of service.	UN	1	7
	ii Survey the evolution of service economy.	AN	1	6
	Or			
	b i Evaluate the environmental impact on service sectors.	EV	1	7
12.	ii Analyze the impact of digitalization in service marketing.	AN	1	6
	Or			
	a i Criticize service marketing assessment technique.	EV	2	7
	ii Examine different types of services.	AN	2	6
13.	Or			
	b i Interpret target market analysis tools.	EV	2	7
	ii Construct the strategies of service market segmentation.	CR	2	6
	Or			
	a i Interview the structure of service blue print.	AP	3	7
	ii Discover the process of new service development.	AN	3	6
	Or			
	b i What are the implications of service quality gaps?	RE	3	7
	ii Examine the Pro's and con's of SERVQUAL model.	AN	3	6

14.	a	i	Build pricing strategies.	AP	4	7
		ii	What are the consequences of poor service delivery system?	RE	4	6
	Or					
	b	i	List the key factors influencing demand – supply balance.	RE	4	7
		ii	Construct the objectives of integrated service marketing communication	AP	4	6
	15.	a	i	What are the consequences of service failure?	RE	5
ii			Identify the role of service marketing in tourism industry.	AP	5	6
Or						
b		i	Recall the challenges involved in logistics services.	RE	5	7
		ii	Discover the impact of digital marketing.	AN	5	6

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>	<i>Questions</i>			<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	i	What are the consequences of unethical service marketing practices?	RE	1	8
		ii	How do trends impact service on environment?	RE	2	7
	Or					
	b	i	Elaborate the role of Artificial Intelligence applications in service delivery system.	CR	4	8
ii		Perceive the impact of providing services in health care industry.	EV	5	7	