

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025***Third Semester**Master of Business Administration***PMBE2415 - Services Marketing***Regulations - 2024**Duration : 3 Hrs**Maximum : 100 Marks***PART - A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

<i>Q.No</i>	<i>Questions</i>	<i>BTL</i>	<i>CO</i>	<i>Marks</i>
1.	Define service economy.	L1	1	2
2.	List some unique characteristics of services.	L1	1	2
3.	How to assess service market potential?	L1	2	2
4.	State recent trends in services.	L2	2	2
5.	Mention few benefits of service blue printing.	L2	3	2
6.	What is meant by SERVQUAL?	L2	3	2
7.	Recall the term service channel.	L1	4	2
8.	Write a short note on integrated service marketing communication.	L2	4	2
9.	Give an account of service strategies.	L2	5	2
10.	Tell any two strategies for entertainment sector.	L1	5	2

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

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Interpret the factors contributing to the growth of service sector in the recent scenario.	L2	1	16
	Or			
	b Summarize the challenges and issues of service marketing in recent trends.	L2	1	16
12.	a Classify the different types of services and explain each category in detail with suitable examples.	L2	2	16
	Or			
	b Explain service market segmentation, targeting and positioning with a suitable example.	L2	2	16
13.	a Develop the Service Life Cycle for an imaginary service of your choice and explain with suitable justification.	L3	3	16
	Or			
	b Apply the GAP Model of Service Quality and the techniques of Measuring Service Quality to a suitable service organization with examples.	L3	3	16

14.	a	Identify how corporates design and implement their service delivery systems, applying the concept to a relevant business case.	L3	4	16
		Or			
	b	Illustrate the application of the Service Marketing Triangle to support effective service management with a suitable corporate example.	L3	4	16
15.	a	Critically examine the factors influencing tourism growth and suggest strategies for the effective marketing of tourism services.	L4	5	16
		Or			
	b	Analyze the better service strategies suitable for financial and educational institutions with relevant justification.	L4	5	16