

ADMISSION NUMBER									

School of Business

**Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Nov 2023**

**Duration : 180 Minutes
Max Marks : 100**

Sem IX - MBMK6011 - Services Marketing

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

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| 1) | Relate the servuction system for a high-contact service like an upscale restaurant. Give an example and explain in detail by referring a company? | K1 (2) |
| 2) | Disscuss the STP of services with suitable examples? | K2 (4) |
| 3) | Illustrate that Services are a game of promise marketing ? | K2 (6) |
| 4) | Choose the benefits of effective capacity management? | K3 (9) |
| 5) | Choose some effective service recovery strategies for handling customer complaints or issues? | K3 (9) |
| 6) | Evaluate the service industry importance to the economy? Enumerate the Central Government efforts to facilitate the growth of service industry in Economy | K5 (10) |
| 7) | Examine How can Perception Management contribute to Customer Retention? | K4 (12) |
| 8) | Assess the key steps involved in planning a service process and justify the significance of each step in ensuring efficiency and customer satisfaction. | K5 (15) |
| 9) | justify the explanation of the term "end-user" concerning its classification within the service industry? | K5 (15) |
| 10) | A well-established hotel chain is considering expanding its market presence internationally. Propose a strategy to adapt the hotel's branding, services, and amenities to cater to diverse cultural preferences and expectations in the new market. | K6 (18) |