

Instructions:

- All questions carry equal marks.
- Attempt any TWO questions.

Q.1 What is service marketing? Explain the gap model of service quality in detail and suggest the marketing strategies for closing the four service providers' gap.

Q.2 Explain the impact of service failure. Discuss the recovery strategies.

Q.3 Explain in detail the integrated gap model of service quality with diagram and discuss pricing strategies that link to four value definition.

Q.4 Define the service triangle and explain in detail the employees' role in service delivery.