

MBA - II/III Semester-4/6 (D/E) Examination**Marketing - SRM****Time : 2-30 Hours]****May-2024****[Max. Marks : 70**

Q.1 Name three services you purchase in which price is a signal to quality. Do you believe that there are true differences across services that are priced high and those that are priced low? Why or Why not ?

Q.2 What do you understand by Integrated Service Marketing Communication? Why are social marketing media like Facebook and Youtube so important in service firms? Are they important in product firms?

Or.

Q.2 Describe the four basic waiting line strategies, and give an example of each one, preferably based on your own experience as a consumer.

Q.3 Discuss the customer's role as a contributor to service quality and satisfaction. Describe a time when you played this role. What did you do and how did you feel? Did the firm help you perform your effectively? If so, how?

Or.

Q.3 Discuss the strategies in detail for delivering service quality through people.

Q.4 Describe the physical environment of your favorite restaurant in terms of the three categories of servicescape dimensions: ambient conditions; spatial layout and functionality; and signs, symbols and artifacts.

Or.

Q.4 Explain the process for setting customer-defined standards in detail.

Q.5 What is Service Blueprint? Identify the basic steps in building a blueprint? Give one example of service blueprint of your choice.
