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1612N1018

Candidate's Seat No: _____

MBA in BEPF/PP/EM Sem.-3 Examination

BMM/PMM/EMM - 306

SRM

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Q.1 Define service. Explain in detail the distinguishing characteristics that make service marketing different from goods marketing. (14)
- Q.2 Service failures are inevitable, but the way a company recovers from them determines long-term customer loyalty." — Discuss this statement and analyze how effective service recovery can transform dissatisfied customers into loyal advocates. (14)
- OR
- Q.2 Explain the concept of Gap Analysis. Describe each of the five service quality gaps with suitable examples. (14)
- Q.3 Compare the application of the 7Ps in two different service sectors (e.g., Banking vs. Hospitality). What key differences can you identify in their marketing strategies? (14)
- OR
- Q.3 Critically evaluate the various strategies for shifting demand to match capacity and give specific example of each from service organization you are known with. (14)
- Q.4 What are the implications of the services marketing triangle? Explain giving suitable examples. (14)
- OR
- Q.4 Define the concept of 'servicescape' in services marketing. Discuss its three primary functions and explain how each function influences customer behavior and employee performance (14)
- Q.5 How do we measure service quality? What is the role of SERVQUAL in it? (14)
