

MBA-2 Sem.-4 & MBA-3 Sem.-6 Examination**Marketing****S.R.M.****Time : 2-30 Hours]****May-2025****[Max. Marks : 70**

Q.1 How do the unique characteristics of services—intangibility, inseparability, variability, and perishability—affect the way Marriott International delivers and manages its hotel services compared to a product-based company like Samsung? (14)

Q.2 Which of the four provider gaps do you believe is hardest to close? Why? (14)

Or.

Q.2 Describe a remote encounter, a technology-mediated encounter (Phone, real-time texting, or live chat), and a face-to-face encounter that you have had recently. How did you evaluate the encounter, and what were the most important factors determining your satisfaction/dissatisfaction in each case? (14)

Q.3 What is the need for coordination in marketing communication? Explain five Major Approaches to overcome Service Communication Channels. (14)

Or.

Q.3 What is yield management? Discuss the risks in adopting a yield management strategy. How might yield management apply in the management of: a Consulting firm. (14)

Q.4 Why it is challenging to innovate, design, and develop services? Explain Stages in Services innovation and development. (14)

Or.

Q.4 What are the types of Customer-Defined Services Standards? Explain the process for setting Customer-Defined Standards (14)

Q.5 Why is it important for a service firm to have a strong recovery strategy? Think of a time when you received less-than-desired service from a particular service organization. Was any efforts made to recover? What did the firm do to “fix the customer”? What was done to “fix the problem”? What should/could have been done differently? Do you still buy service from the organization? Why or Why not? Did you tell others about your experience? (14)