



III Semester M.B.A. (Day) Examination, January 2013  
(2007-08 Scheme)

**MANAGEMENT**  
**M-2 : Services Marketing**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **any six** questions. **Each** question carries **two** marks. **(6x2=12)**

1. a) Expand and explain 'GATS'.
- b) What is consumer behaviour ?
- c) Define 'Services'.
- d) What is service quality ?
- e) What is a service encounter ?
- f) What is 'SERVQUAL' ?
- g) What is physical evidence in services ?
- h) What is consumer choice ?

**SECTION – B**

Answer **any three** questions. **Each** question carries **eight** marks. **(3x8=24)**

2. What are the characteristics of services ? Explain using suitable examples.
3. Elaborate on the service sector in India and its contribution towards GDP.
4. What is meant by the expanded mix in services ? Elaborate using suitable examples.
5. Describe the emergence, objectives and achievements of GATS.
6. What are customer expectations ? How should a marketer of services take cognizance of customers, expectations and perceptions ? Use appropriate examples in your answers.

P.T.O.



## SECTION – C

Answer **any two** questions. **Each** question carries **twelve** marks. **(2×12=24)**

7. What are the different service dimensions ? Explain each one with appropriate examples emphasizing their importance.
8. Discuss the various aspects of consumer behaviour that is mandatory for a marketer of services to understand. Use suitable examples.
9. Illustrate and explain the SERVQUAL gaps model and stress its importance in services.

## SECTION – D

**(1×15=15)**

10. Read the following case and answer the questions given at the end.

You have been appointed as the Administrator of a newly formed Multi Speciality Hospital. It is expected that the hospital will cater to a large number of patients. These patients can be classified as corporate executives, foreign tourists who come for treatment in India as well as patients for whom free treatment will be given if their income is classified as below a certain standard.

You are responsible for arranging the system of incoming patients, both inpatients and outpatients, their movements through all the treatments they require and their discharge.

- 1) List out the essential dimensions of health care as a service that your hospital should provide as quality health care.
- 2) Design the patients in-flow, passing through and outflow systems.
- 3) Discuss the marketing strategies you would use.