



QP CODE: 25805056



25805056

Reg No :

Name :

MBA DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Master of Business Administration

ELECTIVE - 24MB03FE13 - SERVICES MARKETING

2024 Admission Onwards

21075D43

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Mention any two bases for the classification of services.
2. Write down two challenges in service marketing.
3. State the components of the 3Cs analysis in service marketing.
4. What is meant by service positioning?
5. What is new service development?
6. Name two models for measuring service quality.
7. Define telecom service marketing.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. A premium vehicle servicing centre wants to expand into smaller towns but faces issues maintaining consistent quality and customer experience. Identify and explain how the intangibility, inseparability, heterogeneity, and perishability characteristics of services create these challenges. Suggest ways the salon can manage them effectively.
9. Discuss the determinants of customer expectations and their influence on service satisfaction.
10. Explain the inadequacy of the 4Ps in the context of services marketing and justify the need of extended marketing mix.
11. Describe the components of the services marketing communication mix.





12. Discuss the concept of service process and outline the various stages involved in developing a service blueprint.
13. Explain the Wheel of Loyalty model and its role in developing long-term customer relationships.
14. Evaluate how services marketing plays a crucial role in the IT and consultancy industry and provide appropriate illustrations to justify your answer.

(5×6 = 30 Marks)

Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. A low-cost domestic airline, SkyLite Airlines, faces customer dissatisfaction despite affordable fares. Passengers complain about long check-in times, delayed baggage handling, and lack of in-flight amenities. Management notices that while ticket bookings remain steady (pre-purchase stage), repeat bookings have declined sharply (post-encounter stage). Identify problem areas in SkyLite's service experience and suggest measures to improve the service encounter and post-encounter stages to enhance customer satisfaction and loyalty.
16. A new premium coffee café chain, Tattva Café, is designed with dim warm lighting, jazz music, bookshelf corners, and aroma of fresh brewing coffee. However, customers complain that seating is uncomfortable and tables are too close to each other which creates noise during peak hours. How does the servicescape design influence the perceived service quality in this café, and what improvements can be suggested?

Compulsory Question

17. "Laavanya", a salon brand has started sending trained beauticians to customer homes for services like facial, waxing and manicure. They claim "professional salon at home". Customers like convenience but some reviews say beauticians do not carry complete kits and that hygiene standards vary. Using 7Ps of service marketing, analyse which Ps are becoming inconsistent and how this is hurting perceived service quality. Suggest suitable service communication mix tools that can educate customers about hygiene standards and professional protocols.

(2×10 = 20 Marks)

