



QP CODE: 26801878



Reg No :

Name :

MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION APRIL 2026

Third Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB03FE13 - SERVICES MARKETING

2024 ADMISSION ONLY

D71C5BBF

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. Define services marketing.
2. How do services contribute to a nation's GDP?
3. What does customer-driven service marketing strategy mean?
4. What is capacity management in services?
5. Mention two types of service distribution channels.
6. What is meant by servicescape?
7. Mention two unique features of tourism marketing.

(5×2 = 10 Marks)

Part B

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

8. A startup offering online fitness training is uncertain whether to position itself as a product-based or people-based service. Using suitable service classification criteria (e.g., people vs. equipment-based, profit vs. nonprofit, customer contact level), classify this service and explain how the classification affects its marketing decisions such as pricing and promotion.
9. Elaborate on the zone of tolerance and its managerial implications.
10. Explain why the conventional 4P framework does not fully address service marketing requirements and highlight the need for extending the marketing mix.
11. Explain the Flower of Service framework and discuss how it supports the creation of a complete service product.





12. Describe the Cycle of Failure, Mediocrity, and Success in managing people for service advantage.
13. Compare how the GAPS Model and SERVQUAL Model are used to measure service quality.
14. Discuss the key opportunities and concerns in marketing financial services such as banking and insurance.

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. Flexa, is a new mobile app offering on-demand video workouts (yoga, HIIT, strength, aerobics, etc) from local, independent fitness instructors. Unlike global platforms, Flexa's unique selling proposition is that users can follow instructors from their own city, occasionally join live, in-person pop-up classes, and build a local fitness community. However, since its launch, user growth has been slow and unfocused. The marketing message is generic: "Great workouts anywhere." Apply the STP framework to analyse and develop a more effective marketing strategy for Flexa.
16. A telecom service provider struggles to retain customers despite offering competitive pricing. Using the Wheel of Loyalty, develop a plan for building and maintaining long-term customer relationships.

Compulsory Question

17. "Annam", a non-profit organization running a food-distribution program wants to increase donor engagement and volunteer participation. However, awareness of its activities remains low, and the organization struggles to convey transparency and impact. Apply the 7Ps of service marketing mix to design an effective marketing plan for this social service. Explain how digital communication and community partnerships can enhance trust and long-term donor relationships.

(2×10 = 20 Marks)

