

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2079
Master of Business Studies (MBS)
Semester - IV

Subject: Service Marketing

Course Code: MKT 547

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: CRITICAL THINKING QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions:

1. What do you mean by service product?
2. What is service Encounter?
3. Define differential pricing.
4. List out the dimensions of measuring the quality of service.
5. Define customer satisfaction.
6. What is Zone of tolerance?
7. What do you mean by Tangible cues in service marketing?
8. Define capacity constraints.
9. What does service quality means?
10. What do you mean by exploratory research in service marketing?

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions:

11. Define franchising. Illustrate some of the disadvantages of franchising. [8]
12. Why is it felt the need of coordination in marketing communication? Explain. [8]
13. Explain four tiers system of consumer profitability segmentation. [8]
14. Discuss the marketing challenges in service business. [8]
15. How important is it to understand consumer behavior in the marketing of service? Explain. [8]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions:

16. Define relationship marketing with its values in service marketing. [13]
17. Explain the components of service marketing communication Mix with example. [13]
18. Write and explain the factors influencing customer expectation of service. [13]

THE END