

QUESTION BANK

SERVICES MARKETING 576334(76)

UNIT-1

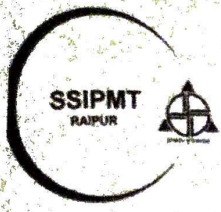
1. What are the unique features of services and how different is the same from goods
2. What are the factors contributing to growth of service sector in India
3. Elaborate the role of services in India
4. How are services classified
5. What are the key challenges in marketing services and how are they overcome
6. What are the factors influencing the consumer behaviour for services
7. How are services positioned
8. Elaborate the product service continuum and service marketing triangle
9. What is service recovery

Unit 2

1. Elaborate 7 Ps of service marketing with any specific sector
2. Elaborate the service flower with any specific sector
3. How is pricing done in services
4. Role of Physical evidence in Service marketing
5. What is the role of service blueprinting
6. What are the advantages of services branding
7. What are the problems in service branding
8. Elaborate service mapping

Unit-3

1. What are the various approaches to improve service quality?
2. Explain the communication strategies for service marketing
3. Elaborate the zone of tolerance
4. Explain the SERVQUAL model with an example



5. How is service quality measured?
6. What is the importance of physical evidence in service?
7. What are the elements of physical evidences?
8. How to use Segmentation, Targeting and Positioning (STP) to develop service marketing strategies
9. What are challenges of branding for services
10. What are service pricing strategies

Unit 4

1. Explain the service quality gap model?
2. What are the elements of transnational strategies?
3. What is service quality? Why is it difficult to measure service quality?
4. What do you understand by service encounter? Explain the elements of service encounter with suitable example
5. Explain the principles of effective service recovery systems
6. Why is it important to get customer feedback?
7. How do customer response to service failure?
8. Discuss the service recovery paradox. What implication does it have for service manager?
9. What are basic steps to customer service recovery?

Unit 5

1. Explain the management of service delivery process & customer experience management
2. Explain supplementary and after sales services in detail
3. Explain the concept of relationship marketing with suitable illustrations
4. Explain the emerging trends in service marketing
5. What is service development and design
6. What is the key process of service design?
7. What is Customer Experience Management and why it is important?
8. What are the basic steps for service recovery strategies?
9. Explain some recent trends in service marketing in hospitality, healthcare and banking sector