

[Time: 2 $\frac{1}{2}$ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. **All the questions are compulsory.**
 2. **All the questions carry equal marks.**

- Q.1** Answer any **two** of the following:- **15**
- a) Define services. Explain the factors affecting growth of service sector in India.
 - b) Explain the consumer buying process for services.
 - c) Explain how to overcome the challenges of services Marketing.

- Q.2** Answer any **two** of the following. **15**
- a) Explain briefly the 7Ps of service Marketing.
 - b) Explain the different elements of promotion mix in service Marketing.
 - c) What is Blueprinting? Explain with the help of diagram.

- Q.3** Answer any **two** of the following. **15**
- a) Explain the various dimension of service quality.
 - b) Explain Total Quality Management in service Marketing.
 - c) How will you balance the gap between Demand & supply in service Marketing?

- Q.4** Answer any two of the following. **15**
- a) Explain the International & Global strategies in service Marketing.
 - b) Explain the Elements of Transnational strategy
 - c) Explain the recent trends in Tourism & Hospitality sector.

- Q.5** Case Study **15**

Ms. Manyata was an enterprising Mangalorean girl, was very well known in her close circle for her working skills. People around her were so impressed by her cooking abilities that they encouraged her to start with entering business.

Manyata ventured into catering business & started 'Lata catering services'. She used to operate from her home. She started doing good business but did not hire any professional to manage her growing business. The delivery boy, Maid servants were Untidy. The customers started noticing this & suggested her that she needs to improve on her quality.

Questions:-

- a) Explain the importance of People in the above case. **7.5**
- b) Give your suggestion to Ms. Manyata to improve the service Quality. **7.5**