



DOON UNIVERSITY, DEHRADUN
Mid-Semester Examination, MBA- Fourth Semester, 2016
School of Management
Course: MMS – 540: Services Marketing

Time Allowed: 2 Hours

Maximum Marks: 30

Note: Attempt all Questions from Sections A.

SECTION : Short answer type questions:

2 Marks each

- 1- TAT
- 2- Service Triangle
- 3- Six Sigma
- 4- Service Quality
- 5- ISO

SECTION-B (Long Answer Type)

(Answer any 4 questions, each carries 5 marks)

- Q1) Explain in details the FIVE-GAPS as highlighted in the Service Quality Model developed by Parasuram, Ziethaml & Berry.
- Q2) Explain in detail— how the study & application of additional 3 P's namely people, process & physical evidence:- enable service provider to achieve sustainable competitive advantage.
- Q3) Explain in detail as to why the demand for services marketing knowledge has increased in recent years? Quote practical examples?
- Q4) Elucidate all the dimensions of Servicescape Model. Explain in detail with examples on every dimension.
- Q5). What are the various determinants of Service Quality? Explain in detail with examples.