

DU-343

M.B.A. (F.T.) IVth Semester (N/X) Examination, 2021

Service Marketing

Paper - FSM-4

[Maximum Marks : 80

Note :- All questions from each section carry equal marks. All questions are compulsory and answer limit are approximately 250 words. Start the answer of each section from new page. Maximum limit of pages of answer booklet are approximately 16 pages. Answer should be written by the student in his/her own handwriting mandatory. The first page of answersheet should be download by the student from university website www.bubhopal.ac.in is mandatory.

1. Define service. How it is different from product ?
2. Discuss the six key linkages of the Service Triangle.
3. How consumers may reduce perceived risk ? Explain with suitable example.
4. Describe what is meant by adequate Service, Predicted Service and Zone of tolerance.
5. What do you understand by supplementary services ? Give suitable examples.