

Course Code: **23MB4EM01**
**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY &
 SCIENCE(AUTONOMOUS)**
II –MBA II-Semester Regular/Supplementary Examinations (BR23),), May - 2026

MARKETING OF SERVICES(MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART -A

UNIT-I		Marks	CO	BL
1.a)	Explain the emerging trends in the global service sector and their impact on modern businesses.	6M	CO1	BL2
b)	Analyse the challenges involved in the 'New Service Development' process.	6M	CO1	BL4
OR				
2.a)	Explain the concept of 'Service Value Addition' and its importance in competitive markets.	6M	CO1	BL2
b)	Describe the process of service positioning and why it is critical for a service firm's success.	6M	CO1	BL2
UNIT-II		Marks	CO	BL
3.a)	Describe the role of 'Demand and Supply' management in determining service pricing.	6M	CO2	BL2
b)	Explain the 'Service Communication Mix' and its role in managing customer expectations.	6M	CO3	BL2
OR				
4.a)	Discuss the 'Establishing Monetary Pricing Objectives' for a newly launched service.	6M	CO2	BL6
b)	Analyse the impact of 'Personal Selling' vs. 'Digital Marketing' for professional services.	6M	CO3	BL4
UNIT-III		Marks	CO	BL
5.a)	Compare 'Technical Quality' vs. 'Functional Quality' in the context of a hospital service.	6M	CO4	BL2
b)	Explain the 'Service Recovery Paradox' and how it can be used to regain customer trust.	6M	CO4	BL5
OR				
6.a)	Discuss the 'Psychological factors' that influence consumer behaviour in service consumption.	6M	CO4	BL6
b)	Evaluate the 'Gaps Model' of service quality and suggest ways to bridge the Provider Gap.	6M	CO4	BL5
UNIT-IV		Marks	CO	BL
7.a)	Elaborate on the 'Servicescape' and its impact on customer and employee behaviour.	6M	CO5	BL6
b)	Explain how 'Managing People for Service Advantage' leads to higher	6M	CO5	BL5

customer satisfaction.

OR

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| 8.a) | Discuss the process of 'Designing Service Processes' using Service Blueprinting. | 6M | CO5 | BL6 |
| b) | Analyse the importance of 'Self-Service Technologies' (SSTs) in modern service delivery. | 6M | CO5 | BL4 |

UNIT-V

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|------|---|--------------|-----------|-----------|
| 9.a) | Explain the unique marketing characteristics and challenges in 'Public Utility Services'. | 6M | CO6 | BL2 |
| b) | Discuss the role of 'Relationship Marketing' in the Financial Services (Banking) sector. | 6M | CO6 | BL6 |

OR

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|-------|---|----|-----|-----|
| 10.a) | Analyse the current trends and marketing strategies in the 'Educational Services' sector. | 6M | CO6 | BL4 |
| b) | Discuss the marketing mix strategies for the 'Travel and Tourism' industry post-pandemic. | 6M | CO6 | BL6 |

PART – B

CASE STUDY

- | | | Marks | CO | BL |
|----|---|--------------|-----------|-----------|
| 11 | "MediQuick" Tele-Health Services | | CO4 | BL4 |

MediQuick is a leading digital health platform that experienced exponential growth by offering 24/7 video consultations with certified specialists. However, as the user base grew to over 1 million, the platform began facing severe "growing pains." Recent data shows a 25% drop in repeat users. Patient feedback highlights three major issues: frequent technical glitches during critical consultations, a perceived "factory-line" approach where doctors seem rushed and lack empathy, and a complex user interface that is difficult for elderly patients to navigate.

Furthermore, while MediQuick's marketing campaigns promise "Instant Care," the actual waiting time for a specialist has increased to 45 minutes during peak hours. When patients complain, the automated chatbot often provides irrelevant responses, further frustrating users. The "Physical Evidence" the app's visual design and interface has not been updated in two years. The management team is now under pressure from investors to fix these service delivery issues before the brand's reputation is permanently damaged. They need to rethink their service blueprint, focus on employee (doctor) engagement, and align their marketing promises with operational reality

10M

Questions

- 1) Identify the specific "Service Gaps" present in MediQuick's operations based on the Gaps Model.
- 2) Propose a "Service Recovery" strategy and suggest improvements to the "Physical Evidence" and "Process" to enhance the customer experience.
