

29/8/2022  
2

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 10

Sub. Code : 

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Exam. Code : 

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Master of Commerce 4<sup>th</sup> Semester  
(2042)

**GROUP A : MARKETING MANAGEMENT SERVICES**  
**MARKETING**

(Same for USOL Candidates)

Paper—M.C.-405

Time Allowed : Three Hours]

[Maximum Marks : 80

**Note :—** Attempt **FIVE** questions in all selecting at least *one* question from each unit. All questions carry **16** marks each.

**UNIT—1**

1. What are moments of truth and its importance in marketing of services ?
2. What do you mean by consumer behavior ? Discuss the various stages of customer-decision making process while making a purchase of service products.

**UNIT—2**

3. Discuss the reasons for identification of supplementary services while creating a service product from the point of view of a hotelier.



4. Explain the new service development process in detail.
5. Discuss the role of information technology (cyberspace) in delivery of services with suitable example.

### **UNIT—3**

6. State the importance of managing people in marketing of services for service advantage and service leadership.
7. What is meant by yield management ? Illustrate the various marketing strategies adopted by the cinema hall to balance demand and capacity.

### **UNIT—4**

8. Describe various strategies used for service recovery with suitable examples.
9. What is service quality ? Why do customers experience difficulty in judging service quality ?
10. McDonald restaurant provides fast food services and promises an unforgettable dining experience. The restaurant is severely restrained by fixed capacity and variable demand. Consider what might be the different patterns of demand and suggest the ways in which the restaurant might adapt their marketing to manage these patterns of demand.