

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025/JANUARY-2026
SEMESTER - IV

Sub.: Services Marketing (MMM405)

Date : 05/01/2026 **Total Marks : 60** **Time: 2.00 pm to 4.30 pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Goods and Services.
 2. Significance of the service industry in India's economic growth.
 3. Tangibility-Dominated Services
 4. Search, Experience, and Credence Qualities
 5. Customer Expectation vs. Customer Perception
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the unique characteristics of services — the 4 I's (Intangibility, Inseparability, Inconsistency, Inventory) and 1 O (Ownership).
 2. Differentiate between goods and services. Highlight how these differences impact marketing strategies
- Q. 3. Answer in detail (Any One) (10)**
1. Describe the Service Quality Gap Model. Explain how organizations can use it to improve service performance.
 2. Discuss the Gringos Model of Service Quality, explaining the three key marketing activities — internal, external, and interactive marketing — with suitable examples.
- Q. 4. Answer in detail (Any One) (10)**
1. Explain the challenges faced in the marketing of services. Suggest ways to overcome these challenges
 2. Discuss how managing service quality contributes to a company's success. Suggest methods to measure and enhance service quality in an organization.
- Q. 5. Case study (15)**
- Swift Care Hospital is a rapidly growing private healthcare provider in a metropolitan city. It started with a mission to offer affordable, high-quality healthcare services to urban and semi-urban populations. The hospital emphasizes patient satisfaction, modern infrastructure, and a professional medical team. Over time, Swift Care has introduced several innovative services such as online appointment booking, telemedicine consultations, and home sample collection. These initiatives helped it attract more patients and strengthen its market position. However, the hospital has begun facing challenges. Patient feedback shows long waiting times, rude staff behavior, and inconsistent service quality between different branches. While the hospital's advertisements highlight "care with compassion," the actual patient experience sometimes falls short of that promise. The management wants to improve service quality and consistency across all locations. They are considering applying the Service Quality Gap Model and Grönroos Model to identify problem areas and redesign their internal processes.
- Questions:**
1. Identify and explain the key characteristics of services displayed in the case of Swift Care Hospital. How do these characteristics impact service delivery?
 2. Analyze Swift Care's challenges using the Service Quality Gap Model. Which service gaps are evident in this case, and how can they be reduced?
 3. Suggest strategies Swift Care can adopt using the extended service marketing mix (People, Physical Evidence, Process) to improve its overall service quality and customer satisfaction.