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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY-2026
SEMESTER - IV
Sub.: Services Marketing (MBA24-MM404/MMM405)

Date : 20/05/2026 **Total Marks : 60** **Time: 10.00 am to 12.30 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. Service-Dominant Logic
 2. Digital Transformation in Services
 3. Transition to Service Economies.
 4. Service Blueprinting
 5. Net Promoter Score (NPS)
- Q. 2. Answer in detail (Any One) (10)**
1. Analyze the Strategic Role of the 7Ps in Designing Service Experience..
 2. Evaluate the Role of AI and Automation in Modern Service Industries.
- Q. 3. Answer in detail (Any One) (10)**
1. Discuss Service Ecosystems and Co-Creation of Value..
 2. Explain How Consumer Expectations Influence Service Satisfaction and Loyalty.
- Q. 4. Answer in detail (Any One) (10)**
1. Elaborate on Managing Demand and Supply in Services.
 2. Why and How is Service Quality Critical for Customer Loyalty with reference to SERVQUAL and Grönroos Model?
- Q. 5. Case study (15)**
- Taj Hotels is known for luxury hospitality and premium service standards. The Taj Skyline Hotel in Mumbai, a five-star property under the group, has recently experienced a decline in repeat international guests despite high occupancy levels due to business travel and tourism demand. Online reviews highlight several concerns: Inconsistent staff behavior across shifts, Delayed room service during peak hours, Slow complaint resolution, Poor coordination between housekeeping and front desk, Although the hotel has modern infrastructure and luxury amenities, customer satisfaction scores and Net Promoter Score (NPS) have dropped over the last year. Management suspects operational inefficiencies and service delivery gaps rather than infrastructure problems. The General Manager has appointed a Service Excellence Task Force to diagnose the problem and recommend strategic improvements.
- Questions:**
1. Analyze the service characteristics responsible for the decline in repeat customers.
 2. Apply SERVQUAL and Grönroos Model to diagnose the problem.
 3. Design a strategic service improvement plan.