

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - IV**  
**Sub.: Services Marketing (MMM405)**

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**Date : 27/05/2024**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

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

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**Q. 1. Write Short notes on (Any Three) (15)**

1. Services including Personal Skill
2. Service Quality
3. Service Guarantee
4. Services involving personal skills.
5. Service Blue Print

**Q. 2. Answer in detail (Any One) (10)**

1. Discuss extended 3Ps of Service Marketing Mix with relevant examples.
2. Elaborate Service GAP Model

**Q. 3. Answer in detail (Any One) (10)**

1. Services are different from Physical Goods. Elaborate with reference to characteristics of services
2. Explain concept of Good And Services Continuum with reference to tangibles and intangible services.

**Q. 4. Answer in detail (Any One) (10)**

1. Elaborate role of Culture in Services
2. Explain bases of Service Market segmentation.

**Q. 5. Case study (15)**

Cafe Coffee Day (CCD) is a popular coffee chain in India with a strong presence across the country. Despite facing stiff competition from international coffee chains, CCD has managed to maintain its market position through various service marketing strategies.

**Questions:**

1. Describe the service marketing mix elements (7Ps) implemented by Cafe Coffee Day to differentiate itself in the competitive coffee market.
2. How does Cafe Coffee Day manage to create a unique customer experience compared to its competitors?
3. Analyze the role of customer relationship management (CRM) initiatives in building customer loyalty for Cafe Coffee Day.