



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examination (December 2019)

School: School of Management

Program: MBA

Course: Services Marketing

Course Code: MGT711

Semester: III

Max Marks: 30

Duration (mins): 120

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**Note: Answer any THREE questions from below. All questions carry 10 marks each.**

**Q1.** David Garvin proposed eight critical dimensions or categories of quality that can serve as a framework for strategic analysis. Describe the same in brief. **[10]**

**Q2.** Service failure refers to not being able to perform the service that a company has promised, and service recovery refers to compensating and recovering the damage that has been done. Service Failure and Service Recovery **[10]**

**Q3.** Describe what a Service Blueprint is. Draw a service blueprint for a Hospital. **[10]**

**Q4. Write short notes on (ANY TWO):** **[10]**

1. Servicescapes
2. Role of Relationship Marketing in promoting services
3. Factors involved in pricing a service product

\*\*\*\*\* ALL THE BEST \*\*\*\*\*