

Enrollment No	
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Q.P.Code	UT 3051
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K.E.Society's  
**Rajarambapu Institute of Technology, Rajaramnagar.**  
 (An Autonomous Institute)

**Unit Test – I August 2025**  
 Second Year M.B.A SEMESTER – III  
**Services Marketing ( MGM 2034)**

Day and Date: *Wednesday 13/08/2025*

Time: *3:45 To 4:45*

Max Marks- 25

**Instructions:**

- 1 All questions are compulsory.
- 2 Figures in rounded ( ) brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
- 3 CO is the index number of the Course Outcome statement.
- 4 The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
- 5 Assume suitable data if necessary.
- 6 Use of non-programmable calculators is allowed

Q..N.	Questions	Marks	COs	BT Level
Q.1	A new spa in your city wants to design its marketing strategy using the 7 Ps of Services Marketing. Propose a plan covering all seven elements	9	1	6
	OR			
Q.1	Apply the characteristics of services to analyze why a hospital must focus on employee training and customer relationship management to enhance patient satisfaction.	9	1	3
Q.2 a	An airline experiences frequent mismatches between customer expectations and actual service delivery. Apply the Gaps Model to pinpoint problem areas and suggest solutions	8	2	3
Q.2 b.	An online education platform offers self-paced courses, live coaching, and corporate training. Compare these services and explain how this classification will guide marketing decisions.	8	2	4

