

[Time: 2½Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

- Q.1** Attempt **any Two** of the following. (15)
 a) Define Services. Explain the different strategies to overcome the challenges of services.
 b) Explain Service Marketing Trinity with reference to Insurance sector.
 c) Explain the different positioning strategies adopted by the service Industry.
- Q.2** Attempt **any Two** of the following. (15)
 a) Explain extended 'P's with reference to the Tourism sector.
 b) Explain the different components of service blueprint with the help of diagram.
 e) Explain the different option available for service delivery with an example.
- Q.3** Attempt **any Two** of the following. (15)
 a) Explain the different strategies to close Service Quality gaps.
 b) Explain the different dimensions of Service Quality with reference to Education Sector.
 c) Explain the different Measures to increase the productivity in services.
- Q.4** Attempt **any Two** of the following. (15)
 a) Explain the elements of Transnational strategies with reference to Service Marketing.
 b) Explain the recent Trends in Banking Sector with reference to Innovation.
 c) Explain the various unethical issues with reference to Service Marketing with suitable examples.
- Q.5** Read the case and answer the following questions. (15)

Gujrat has been an affluent state in terms of heritage, archaeological sites, ecology, wild life sanctuaries, spiritual locations, deserts, beach and more. Gujrat has a rich varieties of food with ethnic treasure of vibrant festivals with beautiful sites has tremendous potential for tourism.

Tourism corporation of Gujrat Ltd. has decided to take up this mighty challenge to develop tourism in state. The challenge was mammoth and to meet it successfully one of the most charismatic celebrity and the biggest superstar ever of Indian celluloid Amitabh Bacchan was brought on board as its brand ambassador and Mr. Piyush Pandey from Ogilvy and Mather (O&M) was signed on. Things gradually fell into the right place and thus was born the campaign "Khushboo Gujrat ki". The campaign connected all the state's attributes and worked very well for the state.

Questions:

- a) How would you go ahead and develop a campaign for any state in India to attract domestic and foreign tourist. (08)
- b) Explain the different challenges of branding with reference to Service Sector Industry. (07)