Q1. What are the basic characteristics of services vis-à-vis goods? What are the implications of these characteristics for an interstate bus service?

Q2. Explain the elements of services marketing. Illustrate your answer with suitable examples.

Q3. Briefly explain the Gaps Model of service quality mix. Illustrate your answer with suitable examples.

Q4. What kind of actions customers can take in response to service failure? Why is it important for a service firm to have a strong service recovery strategy? Illustrate your answer with suitable examples.

Q5. Why it is important to understand the consumer buying behavior? Explain the differences between “Search, Experience and credence” qualities. Discuss their implications for services marketers. Give suitable examples.

Q6. What is the difference between desired service and adequate service? Why would a services marketer need to understand both types of service expectations?

Q7. Briefly explain the services triangle giving suitable examples. Why are service employees critical to the success of any service organization?

Q8. What is customer satisfaction, and why is it so important? Discuss the factors that influence the customer satisfaction.

Q9. Write short notes on any two of the following:
   (a) Service blueprinting
   (b) Service quality dimensions
   (c) Technology in services
   (d) Delivering services through the web
   (e) Customers role in services
   (f) Services marketing in Health –Care

**********

www.onlineseva.net