



**THE AMERICAN COLLEGE, MADURAI**  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale  
**Backlog Arrear Examination, March 2021**

**MBA 5535 SERVICES MARKETING**

**Time : 3 hrs**

**Max. Marks : 75**

**Part-A**

**ANSWER ANY FIVE IN DETAIL      5\*15=75 marks**

1. Explain in detail about the Extended Services Marketing Mix with an example.
2. Define : Service Life Cycle and its components.
3. Explain the Positioning Methods for Services.
4. Critically analyse the 7-Gap Model of SERVQUAL.
5. Enumerate the Services Marketing Strategies for Banking Sector.
6. Discuss the types of Service Encounter.
7. Illustrate the effect of Customer Satisfaction and Dissatisfaction on Customer Churn.

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