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MBA/IIIS/M-306/13

2013

MASTER OF BUSINESS ADMINISTRATION

[Third Semester Examination]

MARKETING OF SERVICES

Specialisation : (*Marketing Management*)

PAPER—M-306

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

Candidates are required to give their answers in their own words as far as practicable

Illustrate the answers wherever necessary

**Write the answers to Questions of each Half
in separate books**

(*Turn Over*)

(2)

FIRST HALF

[Marks : 50]

1. Answer any *four* of the following : 5 × 4
- (a) Discuss with example the significance of Marketing of services in the present time.
 - (b) How is technology changing the nature of services ?
 - (c) What does a service marketer do if the customers' expectations are 'unrealistic' ?
 - (d) Illustrate the role of non-moneyary cost in pricing of services.
 - (e) Explain with example hard capacity constraints in services.
 - (f) Cost based pricing approach is very complex in case prices of services— Illustrate with a hypothetical example.
2. Answer any *two* of the following : 10 × 2
- (a) Distinguish between desired service expectation and adequate service expectation.

(3)

Why would a service marketer need to understand both types of service expectations ?

- (b) Outline the concept of electronic distribution channels of services. Explain the major challenges in distributing services through electronic channels.
- (c) How would you design strategies for delivering services quality through people ?

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* of the following : 5 × 4

- (a) Discuss the factors that influence relationship value in service marketing.
- (b) Outline the common mechanism of handling customer complaints that are generally used by service marketer.

(4)

- (c) "A complaint is a gift" – Justify with proper logic.
 - (d) 'Internet makes providing services easier' – Justify with example.
 - (e) Discuss how retention marketing is different from the traditional emphasis in marketing.
 - (f) Write a note on order fulfilment.
4. Answer any *two* of the following : 10 × 2
- (a) Schematically explain the methods of building a blue print.
 - (b) Mention the major components of an effective service recovery.
 - (c) Graphically illustrate Relationship Development Strategies with respect to marketing of services.

[*Internal Assessment* : 10 Marks]
