

2018

MBA

3rd Semester Examination

SERVICE MARKETING

(Specialisation : Marketing Management)

PAPER—M-302

Subject Code—09

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

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

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5
- (a) What are the marketing challenges due to the intangibility of services ?
- (b) Explain the role of intermediaries in enhancing the value of services.

(Turn Over)

- (c) How do you create value in highly competitive services market like higher education ?
- (d) Briefly discuss different branding strategies for marketing of services with illustrations.
- (e) How do you create and maintain valued customer relations if you are dealing with insurance services ?
- (f) What is zone of tolerance ? Discuss with hypothetical example.
- (g) What are the physical evidences of Olacabs services ?
- (h) Describe the new service development process.
- (i) "Relationship marketing emphasizes on enhancing the customer satisfaction." Explain.
- (j) What are the various approaches to positioning of service offerings ?
- (k) How can customer participate in service creation and service delivery ?
- (l) Explain how the service environment can influence customer response.

2. Answer any *four* questions : 4×10

- (a) Define pricing and explain briefly different pricing strategies for tourism services.

- (b) How does physical evidence of the service space play an important role in promoting service like hair salon ?
- (c) What are the various types of marketing communication in services marketing ? Briefly write about marketing communication mix elements.
- (d) The internet has dramatically changed the ways of marketing of services — Justify your answer with suitable example.
- (e) Briefly explain the characteristics of a good service guarantee. Formulate a service guarantee for a fixed Landline telecom service provider.
- (f) Why do customers switch service providers ? Can you do anything as a marketer to prevent the customers from switching ?

[Internal Assessment : 20 Marks]
