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2015

MBA 3rd Semester Examination

MARKETING OF SERVICES

(Specialisation : Marketing Management)

PAPER—M-306

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full 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.

(First Half)

[Marks : 50]

1. Answer any four questions :

5×4

- (a) The marketing entity is generally neither a pure good nor pure service. Some tend to be goods dominant and some service dominant. Discuss.

(Turn Over)

- (b) Discuss the strategies that could be used to minimize variability in services.
 - (c) Explain why 4Ps marketing mix framework becomes inadequate in marketing services.
 - (d) What is meant by search, experience and credence attributes ? How do they influence consumer behaviour ?
 - (e) Elaborately state that when would a service user be delighted.
 - (f) How has automation and emergence of new technologies helped in the growth of services ?
2. Answer any *two* questions of the following : 2×10
- (a) What are the promotional challenges faced by a marketer of service ? Suggest solutions to the challenges. 4+6
 - (b) Why is it so difficult to price services ? What are the possible approaches to pricing services ? 2+8
 - (c) Discuss the different distribution strategies that can be employed by a service marketer.

[Internal Assessment : 10]

(Second Half)

[Marks : 50]

- 3. Answer any *four* questions of the following :** 4×5
- (a) What is internal marketing ? Explain its relevance in service businesses. 2+3
 - (b) What is the concept of servicescapes ? Explain how it can influence a customer. 2+3
 - (c) What are the ingredients of effective service recovery ? Explain with a suitable example.
 - (d) Discuss the strategies for building customer relationships.
 - (e) Explain how customers can be effectively retained in a service industry.
 - (f) "The recruitment and training of employees is a critical area in services marketing." — Discuss.
- 4. Answer any *two* questions of the following :** 2×10
- (a) What is meant by service blue print ? Explain with an example from financial services. 6+4

(b) What do you understand by the term 'service encounter'?

Discuss the different types of service encounter.

4+6

(c) Discuss how people, physical evidence and process can be used to grow a tourism business.

[Internal Assessment : 10]
