

2014

M B A

3rd 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 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 of the following : 5×4
- (a) Discuss the characteristics of service with suitable examples.
 - (b) "Pricing is a critical task for service products"—
Explain

(Turn Over)

- (c) Schematically explain expectation hierarchy of customer with respect to services.
- (d) How has the internet changed the scenario of services in India? Describe.
- (e) What do you understand by the term capacity constraints? How can a service provider avoid/minimize these constraints? 2+3
- (f) Discuss with example role of electronic channel in service marketing.
2. Answer any *two* questions of the following : 10×2
- (a) What is service Guarantee? Discuss with example different types of service guarantee that are generally adopted by the service marketer.
- (b) Discuss the gap analysis in service organization with suitable examples.
- (c) What is service encounters? "Service encounter is a point where promises are kept or broken" — Explain with example.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any *four* questions of the following : 5×4
- (a) Describe the important role of people in service delivery.
 - (b) As a service marketer what factors do you consider for designing service scopes ?
 - (c) Mention the importance of physical evidence in marketing of services.
 - (d) "Relationship marketing is more effective than traditional marketing" — Explain.
 - (e) Discuss the various methods of managing customer complaints with respect to services.
 - (f) What can be the reasons for service failure in any airlines industry ?
4. Answer any *two* questions of the following : 10×2
- (a) Why is blue printing important specially for service marketing ? Explain with suitable example.

- (b) As a marketing professional, how do you focus on product, physical evidence and process to develop marketing strategy for financial services ?
- (c) Explain Service Recovery Strategies with a suitable illustration ?

[Internal Assessment : 10 marks]
