Printed Pages:02 **Sub Code: RMB MK04**

Paper Id: 270231 **Roll No.** | | | | | | | | | | |

MBA
(SEM-IV) THEORY EXAMINATION 2018-19
MARKETING OF SERVICES

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a. What do you mean by Services?
b. What is customer satisfaction?
c. Define Zone of Tolerance.
d. What is the importance of customers in service delivery?
e. Define Service blueprinting.
f. How does a bank keep its products/services from going into the decline stage?
g. List five services that could be distributed on the Internet.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

a. What is Service Marketing? Explain its basic characteristics.
b. What are the steps for choosing target market segmentation? What are the strategies for reaching target markets?
c. Discuss the problem of customer misbehavior. How customers respond to Service Failure?
d. Compare the different media options for a service marketer.
e. Discuss the major issues and challenges of service marketing in India.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a) Explain the service marketing mix and its components.
(b) How important is it to understanding consumer behavior in the marketing of services?

4. Attempt any *one* part of the following: 7 x 1 = 7

(a) What are the various ways by which service can be classified? Discuss.
(b) What are the underlying themes of service quality? Suggest illustrations of each theme.

5. Attempt any *one* part of the following: 7 x 1 = 7

(a) Think of a service establishment where customers can influence each other (say, airline). What are the potential cases of positive and negative customer influence? Discuss how you would manage the situation to increase overall customer satisfaction.
(b) Differentiate between service pricing strategies and goods pricing strategies.

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6. Attempt any *one* part of the following: 7 x 1 = 7

(a)

services.

(b) Write short notes on the followings –

(i) Role of CRM in Service Marketing

(ii) Role of Advertising in Services

7. Attempt any *one* part of the following: 7 x 1 = 7

(a) Use a product from the hospitality services industry to explain the following terms:

- Facilitating product

- Supporting product

- Augmented product

(b) As an executive healthcare manager, how would you gain new product ideas?

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