

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-3)

SERVICES MARKETING

Subject Code : MBA 922-18

M.Code : 76895

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Define Services.
2. Highlight contribution of services in Indian economy.
3. What is meant by servicescape?
4. Highlight meaning of heterogeneity of services.
5. What is meant by cycle of failure?
6. What is meant by services marketing triangle?
7. What are various classifications of services?
8. Highlight importance of marketing of financial services.

SECTION-B

UNIT-I

9. Highlight the salient features of various elements of the service marketing mix elements with suitable examples.
10. Critically examine the various gaps in service quality. Recommend suitable strategies to reduce such gaps in service quality with illustrations.

UNIT-II

11. a) Outline Recommend strategies to build customer loyalty towards a service.
b) Describe the process of blueprinting of a service.
12. a) Highlight important factors to be kept in mind while designing a service.
b) Outline the new service development process with illustrations.

UNIT-III

13. a) Highlight role of the employees in delivery quality services with illustrations.
b) Outline types of intermediaries used in delivering a service.
14. Critically examine the various components of integrated services marketing communication. Give illustration in support of your answer.

UNIT-IV

15. What factors should be kept in mind while fixing price for a service offering? Recommend alternative pricing strategies of a service firm can pursue, by citing suitable illustrations.
16. Critically examine need and importance of marketing of health care services. Highlight salient features of health care marketing.

SECTION-C

17. Please read the case "SUPERSHINE PARADISE" below and answer the questions based on it :

A 5-star hotel group has successfully positioned itself as the business travellers' preferred chain. The hotel has a huge clientele of premium segment, with a very high occupancy rates on weekdays. The group plans to initiate a sales promotion scheme to achieve the following objectives :

- a) To enhance weekend occupancies.
- b) To induce trial purchase by users who prefer hotels of the competitors.
- c) To reinforce perception of the hotel as an exclusive product that admirably fulfils all hospitality needs of high profile executives travelling on work, even their emotional needs.

Questions :

- a) Suggest a suitable sales promotion scheme for fulfilling the above objectives.
- b) Which communication medium would you suggest to communicate information about the sales promotion offer and why?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.