

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-3)
SERVICES MARKETING
Subject Code : MBA 922/18
M.Code : 76895

Date of Examination : 24-06-2024

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

Write briefly:

1. Characteristics of Services.
2. Challenges of service design.
3. Service culture.
4. Customer Expectation of service.
5. Why is physical evidence is important for service sector?
6. Explain self-service technologies.
7. What are waiting line strategies?
8. Explain the term Service scape.

SECTION-B

UNIT-I

9. Explain the gaps model of service quality with examples.
10. Discuss the growth and role of services in Indian economy and its significance for economic development.

UNIT-II

11. Describe the strategies for Managing relationships services and building customer loyalty.
12. What is service blueprinting? Explain the nature and process of service blueprinting.

UNIT-III

13. **Explain the following :**
 - a) Integrated Service Marketing Communication
 - b) Services Marketing Triangle
14. Discuss the channels for delivering services through intermediaries and electronic channels.

UNIT-IV

15. Explain the process of pricing of services. What are the different approaches of pricing for service sector?
16. Discuss the applications of services marketing in services of healthcare and hospitality sectors

SECTION-C

17. **Case Study:**

HDFC, Bank is one of India's premier banks providing a wide range of financial products and services to over 43 million customers. The main products offered by HDFC Bank are accounts and loans. In the accounts section, it offers as Savings Account, Current Account and Demat account. It also offers additional services like credit cards, Netbanking etc. It also has some additional products like HDFC ergo, HDFC life, HDFC home loans etc. The branches and ATMs of HDFC Bank are available all across India. Although it has its headquarters in Mumbai, it has 3488 branches in 2231 cities. It also has 11426 ATMs available throughout India. Over and above its physical services, it is also available in net banking services and phone banking services. HDFC bank follows the strategy of premium competitive pricing. Unlike Public sector banks, its prices for purchasing and maintaining its products are slightly higher. Although, it implies with all the RBI guidelines and do not charge anything extra from its customers for its miscellaneous services.

For promotion, the bank uses 360-degree planning for its advertisements. The main focuses are on TV ads, social media marketing and billboards. The bank stresses hiring and recruiting talented people who will be able to satisfy the customers up to mark. As of March 2019, the bank has 98061 permanent employees working for it. It trains its employees to provide their customers with world-class service while also developing their career. The company also excels in HR by keeping its customers and employees

satisfied. The bank stresses on being efficient and effective in its processes for its customers. For that, it trains its employees regularly. Nowadays, when everything is happening online, and the pandemic is hitting the world, HDFC bank is also providing all of its services online with a smooth website and a mobile app. Its phone banking services are also quite good and keep the consumers happy. It also provides robotic assistance to its consumers.

The physical presence of HDFC bank is strong all across India, including rural India. Although all the services are available online, people can still locate the physical branches in the nearby area. Most branches are located in small towns and metro cities. The bank also provides home services for clients who want to open their accounts with the bank or any other relevant services. Apart from branches, it also has a large number of ATMs all across the country.

Answer the questions below :

- a) What is services marketing mix?
- b) Why do you think service marketing mix important for a financial company like HDFC Bank?
- c) Explain in detail the 7 components of services marketing mix of HDFC Bank based on above information.

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.