

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7123

Roll No.

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MBA
(SEMESTER-III) THEORY EXAMINATION, 2012-13
MARKETING OF SERVICES

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions.

Section – A

1. Attempt all parts of this question in 50 to 75 words :

2 × 10 = 20

All parts carry equal marks.

- (a) Define service.
- (b) Differentiate between service and product.
- (c) Why is time so important in services ?
- (d) Clarify the differences between high contact and low contact service.
- (e) What is the role of technology in service marketing ?
- (f) Classify services.
- (g) Explain augmented marketing mix.
- (h) What do you mean by zone of tolerance ?
- (i) What are the key tools for improving service productivity ?
- (j) Why is service perishable ?

Section – B

2. Attempt any three parts of this question.

10 × 3 = 30

All parts carry equal marks.

- (a) What are the main reasons for the growing share of the service sector in all major economies of the world ?

- (b) Describe the relationship between customer expectations and customer satisfaction.
- (c) Discuss the marketing mix strategies related with banking sector. Explain with suitable example.
- (d) What different roles do customers perform in service processes ?
- (e) What are the customer's expectations related to insurance sector services ?

Section- C

Attempt all questions of this section. All questions carry equal marks.

10 × 5 = 50

3. How pricing of service is different than the pricing of products ? What are the driving forces which influence the pricing of services ? Explain with an example.

OR

Describe what is meant by positioning strategy and explain the circumstances under which it is appropriate to reposition an existing service offering.

4. Which elements of marketing promotion mix would you use for each of the following scenarios ? Explain your answers.

- (a) A newly established hair salon in suburban shopping centre.
- (b) An established restaurant facing declining patronage because of new competitors.

OR

What are the key drivers for increasing globalization of services ? How does the nature of the service affect the opportunity for globalization?

5. What is meant by distributing services ? How can an experience or something intangible be distributed ? Explain.

OR

Why does the customer's role as co-producer need to be designed into service processes ? What are the implications of considering customers as partial employees?

6. What tools are available for aiding our understanding of customer responses and for guiding the design and improvements of service environments ?

OR

What key measures could be used for monitoring service quality, productivity, and profitability for a large pizza restaurant chain ? Specifically, what measures would you recommend to such a firm to use ?

7. Discuss the latest trends and issues in the international marketing of services. Explain with a suitable example from financial service sector.

OR

To what extent do you consider the marketing mix, which has been traditionally applied to the goods sector, appropriate for the services sector ?
