

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

PAPER ID : 7123

Roll No.

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**M.B.A.**

**(SEM. III) ODD SEMESTER THEORY EXAMINATION 2010-11  
MARKETING OF SERVICES**

*Time : 3 Hours*

*Total Marks : 100*

**Note :—Attempt all questions.**

1. Attempt any four parts of the following :— (5×4=20)
  - (a) What do you mean by services ? Distinguish between goods and services.
  - (b) Services have redefined economics. Discuss.
  - (c) What are the various factors that make important contribution in the phenomenal growth of services ?
  - (d) Quality of service is fluid. What measures should a marketer take to consistently offer good quality service ?
  - (e) What issues merit attention of service promotional efforts ?
  - (f) How can a service firm make effective use of its customers ?
2. Attempt any two parts of the following :— (10×2=20)
  - (a) How are the services marketing-mix different from the product marketing-mix ? Explain why the other three elements are required to be included in the service marketing-mix.
  - (b) What are the constituents of the service marketing system ? Explain with suitable example of services with which you are familiar.

- (c) What are the different phases in the process of new service development ? Explain the role of supplementary and augmented services in marketing strategy.
3. Attempt any two parts of the following :— (10×2=20)
- (a) Why should service marketers concern themselves with new developments in technology ? How has new Technology Transformed the dissemination of personal banking and investments ?
  - (b) What strategies are available to a services marketer for effective service delivery through intermediaries ?
  - (c) “Quality failures weaken the customers loyalty to companies and brand especially in the case of intangible products.” Why ? What suggestions would you like to offer to resolve this problem ?
4. Attempt any two parts of the following :— (10×2=20)
- (a) Suggest ways and means for improving the quality of marketing of services in insurance and banking industries in India.
  - (b) “The practice of segmenting, targeting and positioning is a must for marketing of financial services”. Explain.
  - (c) Discuss the different submixes of the marketing mix with a reference to the personal care services.
5. Attempt any two parts of the following :— (10×2=20)
- (a) How have service organisations transformed their organisational hierarchy to facilitate global expansion ?
  - (b) What are the main reasons for the growing share of the service sector in all major economies of the world ?
  - (c) Enumerate the recent trends in the International marketing of services. Explain with suitable example.