

[Dec-16]

[MPDMM-308]
MBA Degree Examination

Marketing Management
III SEMESTER

MARKETING SERVICES

(Effective from the admitted batch 2009-10)

Time: 3 Hours

Max.Marks: 70

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any **Five** of the following: (5x4=10)

- a) Mystery shopping
- b) Service failure
- c) SERVQUAL
- d) Value based pricing
- e) Characteristics of services
- f) Customization
- g) Service guarantees
- h) Customer Relationship Management

SECTION-B

Answer all questions

(5x8=40)

2. a) Compare & contrast between marketing of services to marketing of products/ goods

OR

b) Point out and explain the role of services in Indian economy

3. a) Give a brief account on the various pricing strategies available for services

OR

b) What do you mean by services marketing mix? Focus on the different sub mixes of the marketing mix

UNIT-III

4. a) Define service quality. Explain the GAP analysis model of service quality management

OR

- b) "Customer retention is the key ingredient for the success of any service firm" -- Discuss

5. a) Discuss the process of marketing health care services with suitable examples

OR

- b) What is tourism marketing? Focus on the behavioral profile of users of the tourism services

6. a) Explain the emerging trends in Telecommunication services in the Indian context

OR

- b) Elaborate the various strategies by which Educational services can be marketed

SECTION-C

7. Case Let (Compulsory):

10

In 1770, India was the second largest economy in the world, contributing more than 20% of the world output. Two centuries later, in 1970, India's contribution had plummeted to 3% during the imperialist British regime and the inward looking, state interventionist policies followed since independence. The 1991 reforms removed the obstacles to economic freedom and helped India catch up and find its place in the global economy

Currently, India is recognized as one of the fastest growing economies in the world. The economy has shown positive signs and a consistent growth rate. Before the global economic meltdown of 2008, it was estimated that India's GDP would surpass that of the US before 2050 and India would once again become the world's second largest economy

The two major sectors of the Indian economy that will help India achieve this growth are the services sector and industry. The growth of the services sector has been consistent, and its contribution to the

development of industry is vital. A quarter of the total services is directly linked to sectors such as trade, transport, electricity, software and construction. This sector is opening up business opportunities for young, innovative and enthusiastic entrepreneurs.

Questions:

1. Do you think the growth of services sector in India will continue?
2. Do you think government policy alone is responsible for the development of this sector?
3. What are the real reasons for the growth of this sector?

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