

Printed Pages : 3



MBMK-04

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

PAPER ID : 270482

Roll No.

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M.B.A.

(SEM. IV) THEORY EXAMINATION, 2014-15

MARKETING OF SERVICES

Time : 3 Hours]

[Total Marks : 100

Note : (1) Attempt all questions.

(2) The figure on the right indicates the marks.

1. Attempt any two parts of the following: $10 \times 2 = 20$

- (a) Importance of services marketing in the present age.
- (b) Difference between Product Marketing and Service Marketing.
- (c) Paradigms in Services Marketing.
- (d) Classification of Services.

2. Attempt any two parts of the following: (10×2=20)
- (a) What are the problems faced by professional service provider? Discuss the halo effect and visual pathways with respect to service communication.
 - (b) What are the different components of services GAP model?
 - (c) What is meant by buffering? How do the strategy of anticipating, smoothing and rationing relate to buffering?
3. Attempt any two parts of the following: (10×2=20)
- (a) What are essential components of telecom services? How telecom service providers can develop an innovative service package?
 - (b) Differentiate between service pricing strategies and goods pricing strategies.
 - (c) How can effective wait management improve effectiveness of service delivery in a hospital?
4. Attempt any two parts of the following: (10×2=20)
- (a) Enumerate the recent trends in the international marketing of services. Do you agree with this view that the emerging trend towards global liberalization in India has drastically altered the business environment for domestic business firms dealing in the intangible products?

- (b) What are the key motivators for the services firms to enter the international markets? Identify the service firms in India, where these motivators are available.
 - (c) Discuss the reason of India losing boy's oriented services to European countries.
5. Write short notes on any two of the following: (2×10=20)
- (a) Insurance marketing.
 - (b) STP of home loans.
 - (c) Services marketing mix.
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