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Sub Code: RMB MK 04

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MBA

(SEM-IV) THEORY EXAMINATION 2017-18

MARKETING OF SERVICES

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Be precise in your answers.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

- a. What is customer expectation?
- b. What are the differences between Product and Services in Marketing?
- c. Services have redefined economy. Comment.
- d. What is service blue print
- e. Explain different levels of services.
- f. What are the various approaches to services target market selection?
- g. How you Classify the services?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

- a. Elaborate the steps involved in service product planning.
- b. "Technology has changed the rule of the game in service marketing." Critically comment.
- c. Both buyers and sellers seek relationship. Elaborate.
- d. What is customer expectation? What is GAP theory in this regard?
- e. What is the role of service delivery in marketing of services? Explain.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Discuss the marketing mix strategies related with insurance sector. Explain with suitable examples.
- (b) What are the constituents of service marketing system? Explain with suitable example of service with which you are familiar.

4. Attempt any *one* part of the following: 7 x 1 = 7

- (a) "Simultaneous production and delivery of service leads to numerous operational issues in service marketing." As a manager of an organized food retail store, what specific steps would you take to minimize the implications on your business arising out of this?
- (b) What do you mean by service quality? How is service quality measured? Answer in special reference to mobile servicing industry.

5. Attempt any *one* part of the following: 7 x 1 = 7

- (a) What are the main reasons for the growing share of the service sector in all major economics of the world?
- (b) Write a short not on future of Hospitality sector for promoting the tourism for India.

6. **Attempt any *one* part of the following:** **7 x 1 = 7**
- (a) To what extent is word - of - mouth publicity important for services? Explain with suitable examples. How it can be applied for education sector?
 - (b) What is CRM? What is the role of customer satisfaction in success of service marketing?
7. **Attempt any *one* part of the following:** **7 x 1 = 7**
- (a) How pricing of service is different than the pricing of the products? What are the driving forces which influence the pricing of services? Explain with an example.
 - (b) What tools are available for aiding our understanding of customer responses and for guiding the design and improvements of service environments?