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Total Number of Pages : 02

MBA
15MNG305A

3rd Semester Regular / Back Examination 2018-19
SERVICES MARKETING (SM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E406

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Short Answer Type Questions (Answer All-10) (2 x 10)

- Make classification of service product on any defined criteria with examples?
- Define the term 'service' in the context of marketing management?
- What do you mean by 'moment-of-truth'?
- What do you mean by 'service continuum'?
- What do you mean by service process re-engineering?
- Provide some examples of customer profitability segment?
- Differentiate the 'relationship marketing' from 'transactional marketing'?
- Give two hypothetical examples of successful service-scape with justification?
- Give two examples of service failure in the DTH service providers' industry.
- "Consumer is the co-producer in the service marketing management". Elaborate this statement?

Part- II

Q2 Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Give three important reasons behind the huge growth of service economy in India with justifications?
- What do you mean by 'zone of tolerance'? What are its strategic relevance while formulating recovery strategies ?
- Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services?
- Explain the challenges of service marketing in Indian context with appropriate examples?
- What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict?
- What are various functions of packaging? How, packaging functions also justify the service brand?
- What do you mean by customer life-time value? How, the knowledge CLV is important for the service marketers to retain the current customer?
- Expand this statement - "customers are productive resources & contributors to service quality"? Propose some strategies to enhance customers' participation in service delivery with appropriate examples?

- i) You have decided to be the entrepreneur of a fast-food retail chain after your management degree. According to prior study, you have made a strategy to open it in four major towns of Odisha in such a manner that the entrepreneur reputation/corporate brand can be appropriately build. Suggest the branding and packaging strategies in the said situation?
- j) What is the importance of buying roles in purchase decision making of service products? Explain the personal and psychological factors that influence the consumer behavior towards service market offerings?
- k) What is 'service triangle'? Which component of service marketing-mix is generally strategized by the service organization with the service triangle? Explain with examples.
- l) You are the research consultant for a successful entrepreneur of a physiotherapy organization for the old aged persons in small towns of India. The entrepreneur asked you to do a research regarding entry strategy to the metro cities of India. Explain research process in this context?

Part-III

Long Answer Type Questions (Answer Any Two out of Four)

- Q3** What are various objectives of pricing relating to service market offerings? Explain different pricing strategies? Which pricing strategy is appropriate for multiplex service providers in India? Justify as a research consultant? **(16)**
- Q4** What are various demand patterns for the service products? Explain the strategies to match the demand & capacity, relating to a chain of private hospitals providing medical services, which has number of branches in various towns of Odisha? **(16)**
- Q5** LINGARAJ LASI, a famous traditional summer drink (LASI) provider in all most all seasons. It is generally facing serious problem of serving customers timely at the evening of summer season, for which customers show their dissatisfaction, even if having the good quality of product. Suggest various recovery strategies for the above said service failure? **(16)**
- Q6** A chain of private education service provider proving services of private coaching to the candidates of various competitive examinations for the Government jobs. Justify the appropriate promotion-mix to promote the above said service product in south Indian states? **(16)**