

2017

MBA

3rd Semester Examination

SERVICE MARKETING

(Specialisation : Marketing Management)

PAPER—M-302/306

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Answer All Questions.

1. Answer any eight questions :

8×5

(a) What are the marketing challenges due to the intangible character of services ?

(Turn Over)

- (b) Explain the role of intermediaries in enhancing the value of services.
- (c) How do you create value in highly competitive services market like higher education ?
- (d) How do you create and maintain valued customer relations if you are dealing with insurance services ?
- (e) How do you understand customer needs and expectations for different services ?
- (f) Give examples for the following services :
 - (i) Insurance.
 - (ii) Airlines.
- (g) "Relationship marketing emphasizes on enhancing the customer satisfaction." Explain ?
- (h) What are the various approaches to positioning of service offerings ?

- (i) What are the three additional 'Marketing Mix' tools in services marketing?
- (j) Discuss the differences between perception of service quality and customer satisfaction.
- (k) "A complaint is a gift"—Justify.
- (l) Define 'service encounter'.

2. Answer any *four* of the following : 4×10

- (a) The internet has dramatically changed the ways of marketing of services—Justify your answer with suitable example. 10
- (b) Briefly explain the characteristics of a good service guarantee. Formulate a service guarantee for a fixed Landline telecom service provider. 10
- (c) Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching? 10

- (d) Why is Integrated Marketing Communication (IMC) becoming so important in service promotion? Describe with diagram the four approaches on IMC in services marketing communication. 4+6
- (e) What do you understand by
- (i) Role of customers in service delivery
 - (ii) Role of employees in service delivery.
- Explain with suitable examples. 10
- (f) What are the two dimensions of service quality? Explain with examples. 10

[Internal Assessment : 20 Marks]
