

2010

MASTER OF BUSINESS ADMINISTRATION

[Third Semester Examination]

(Marketing of Services)

[Specialisation : *Marketing Management*]

PAPER—M 306

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate marks

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

Illustrate the answers wherever necessary.

**Write the answers to questions of each Half
in separate books**

(Turn Over)

FIRST HALF

[Marks : 50]

1. Answer any *four* of the following : . 5 x 4

- (a) "Servuction Model provides a framework for understanding the consumer's experience" – elucidate.
- (b) What are the strategic roles of technology in service encounter ?
- (c) What is 'Service Encounter Triad' ? Mention the key characteristics of a service encounter.
- (d) Discuss briefly 'Intermediary Channel Options' that are available for distribution of service.
- (e) Write a short note on 'Service Marketing Triangle'.
- (f) Based on key attributes of services differentiate service from goods.

2. Answer any *two* of the following : 10 x 2

- (a) Classify services based on service operation, level of tangibility, level of customization, customer-employee presence and service processing focus.
- (b) "Service experiences encompass same features and principles as theatrical performances" – Elaborate with suitable example.
- (c) Give a focus on different strategies that a service marketer can apply to match organization's capacity with the fluctuating demand.

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* of the following : 5 x 4

- (a) Why are people in the service organization considered as crucial factor for the success of the service organization ?

- (b) What do you mean by 'internal marketing' ?
Why is it necessary in service marketing ?
 - (c) Discuss the boundary spanning role of people in services marketing.
 - (d) Write a short note on 'service blueprint'.
 - (e) What are the guidelines for physical evidence strategy in services marketing ?
 - (f) Point out the advantages of Relationship Marketing over Traditional Marketing for customer retention.
4. Answer any *two* of the following : 10 x
- (a) Discuss different elements of servicescape and its effect on Consumer Behaviour.
 - (b) Point out HR strategies for delivering Service Quality through people.
 - (c) Give a brief view of Service Marketing Scenario in India.

[*Internal Assessment* : 10 Marks]
