

2012

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 × 4
- (a) Discuss with suitable example various characteristics of service.
 - (b) Briefly explain with examples different types of service encounters.
 - (c) Describe challenges that are inherent in service design.
 - (d) State the important role of internet in service marketing.
 - (e) What is psychological pricing ? How is it used in services ?
 - (f) Write a short note on 'Zone of Tolerance'.
2. Answer any *two* of the following : 10 × 2
- (a) What is service product ? How would you develop a new service product by considering present market situation ? 3 + 7

- (b) What are the different pricing strategies ? How demand variations affect pricing of services ? 10
- (c) Schematically explain 'Gap model of service quality'. 10

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

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

- (a) Discuss the important role of people in service delivery.
- (b) Schematically explain the service recovery process of an organisation.
- (c) How does relationship marketing differ from traditional marketing ?
- (d) Customer retention is more important in service marketing. — Justify.
- (e) What is service recovery ?
- (f) How is recruitment of service employees different from that of other industry ?

4. Answer any *two* of the following : 10 × 2
- (a) What do you mean by physical evidence ?
Discuss with example role of physical evidence in service marketing. 2 + 8
- (b) What is service blueprint ? Explain briefly process of building a service blueprint. 3 + 7
- (c) What is customer relationship management ?
As a Bank Manager how would you develop a successful approach to CRM ? 3 + 7

[*Internal Assessment* : 10 Marks]
