

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7123

Roll No.

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**M.B.A.**

**(Semester-III) Theory Examination, 2011-12**

**MARKETING OF SERVICES**

Time : 3Hours]

[Total Marks : 100

Note : Attempt questions from all Sections as indicated.

**Section-A**

1. Attempt all parts in 50 to 75 words each. All parts

carry equal marks.  $2 \times 10 = 20$

- (a) Differentiate product with service.
- (b) What is Customer Expectation ?
- (c) What is SEC grid for segmenting service customers ?
- (d) Define Service Life Cycle.

- (e) What is Co-branding in Service Promotion ?
- (f) What is service blueprint ?
- (g) Define Customer Relationship Management.
- (h) Define destroyer pricing in service marketing.
- (i) Explain different levels of services.
- (j) Explain service reliability.

### Section-B

Attempt any *three* out of 5 parts given below in 100 to 200 words each : 10×3=30

2. (a) What do you mean by service marketing ? Differentiate service marketing with product marketing.
- (b) Elaborate the steps involved in service product planning.
- (c) What is the role of customer satisfaction in success of service marketing ?
- (d) What is the role of service delivery in service marketing ? Explain.
- (e) What are the key decisions to be accounted for global marketing of services ?

### Section-C

Attempt *all* questions in 300 to 500 words each.  $10 \times 5 = 50$

3. "Technology has changed the rule of the game in service marketing." Critically comment.

**Or**

What are the components of augmented marketing mix ? Explain with examples.

4. "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 ?

**Or**

"Physical evidences have become a distinct selling point and growth of organized retail format is a result of that." Present your comment to the statement analyzing the role of physical evidence in service marketing

5. What do you mean by Service Quality ? How is service quality measured ? Answer in special reference to banking industry.

**Or**

Assuming that you are a marketing manager of a telecom service provider, how would you decide on and design your segmentation, targeting and positioning decisions?

6. What are the key decisions in Global Marketing of Indian Grand Prix of Formula 1 Race?

**Or**

What are the principal driving forces in Global Marketing of Services? Answer in reference to marketing of International hospitality brand.

7. Write short notes on any two of the following:

- (i) Recent trends in International Marketing of Services
- (ii) Zone of tolerance
- (iii) Marketing of Financial Services.