

AS-808

M.B.A. Semester—IV Examination
MARKETING OF SERVICES
Paper—MBA/4202/SM

Time : Three Hours]

[Maximum Marks : 70

N.B. :— (1) Attempt **ALL** questions.
(2) Figures to the right indicate marks.

SECTION—A

1. (a) Explain how economic and social factors affect the needs of variety of services. Explain with examples. 14

OR

- (b) Distinguish between Core & Peripheral services. Enumerate reasons for growth of service sector in India. 14

SECTION—B

2. (a) Explain the term Consumer Behaviour with appropriate examples form Service industry. 7
(b) You are working as an Area Manager of SOTC Travel Company. What method of assessing the customer expectation you will employ ? 7

OR

- (c) How will you monitor and measure the customer satisfaction in services ? Explain with proper examples. 7
(d) Mr. Balvinder visited a restaurant and ordered some dishes. Normally it takes 15 minutes minimum to close an order, but this time Mr. Balvinder has to wait for an hour. After consuming the dishes he refused to pay full billing amount and asked for discount. You are Manager of the restaurant. How will you handle this situation and solve customer's complaint ? 7
3. (a) What challenges are faced by service catering organizations when it comes to segmentation ? 7
(b) Govt. of Maharashtra wants to introduce "Green India Scheme" which facilitates loans to environment friendly projects. Existing businessmen and budding entrepreneurs can get easy loans through this scheme. How should Govt. of Maharashtra position this scheme ? 7

OR

- (c) Explain in detail strategic issues in service marketing. 7
- (d) A consumer benefitted change in rate of interest on loans attract people to avail more loan services. Banks have Quota allocated for each type of loan segment. Being a Branch Manager, How will you manage service demand for any particular type of loan ? Justify your answer. 7
4. (a) Discuss the various types of financial services which need to be marketed. Explain with suitable examples. 7
- (b) A reputed local Theatre of the city, lost its reputation in past few years. It was identified that the reason is degraded services provided to customers. As a consultant suggest steps to management to recover its image with the help of Communication and Information services. 7

OR

- (c) Discuss the role of publicity and personal selling in promoting tourism business in Amravati district. 7
- (d) Prepare a detailed marketing plan for a hospital catering to low income group and wanting to make a profit. 7

SECTION—C

5. Spark Management Institute, established in 1998 have standard educational service delivery system. Such as buildings library, qualified and experienced staff, their training, intake strength, time table, code of discipline etc. Head of Department of Spark Management Institute keeps strict vigilance on service delivery system. The institute was viewed by public as one of the best management institutes in the region, but the story was different.

At the institute Head of Department exercise high discipline, strict and bureaucratic way of handling processes. The students and teachers were afraid of giving true feedback as the H.O.D. was strict. Their feedback always showed positive picture of work but the yearly results were pathetic.

- (a) Analyze the case and identify the problems in services. 7
- (b) If you are the consultant what areas you will consider to improve the situation ? 7