

AU-1648

M.B.A. Semester—IV Examination

MARKETING OF SERVICES

Paper—MBA/4202/SM

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate full marks.

SECTION—A

1. (A) What do you mean by the term 'Services' ? Discuss in detail the classification of services based on various dimensions of services. 14

OR

- (B) What is the importance of services marketing for National Economy ? Highlight your points with suitable examples ? 14

SECTION—B

2. (A) Explain the concept of Managing Demand and capacity with respect to services marketing. 7
- (B) Assuming yourself as a marketing consultant to the local FM Radio station of your city, design a suitable market segmentation and targetting strategy for New programme of 'Retro Songs'. 7

OR

- (C) What is the importance of services differentiation for a services firm ? Explain how a service firm can establish differentiation for its services. 7
- (D) Comment and justify the positioning and differentiation strategies used by the following services providers :
- (i) JAVED HABIB'S SALON CHAIN
- (ii) J10 Telecommunication services. 7

3. (A) What is the importance of Relationship Marketing for a services firm ? Explain with suitable example the customer relationship activities undertaken by any services firm. 7
- (B) HDFC Bank recently launched the 'Health plus ; credit card, where it has joined hands with National Insurance Company and Master Card International to offer cashless mediclaim of Rs. 50,000 and critical illness cover of Rs. 2 lakh on each card, discounts at leading hospitals. Comment on the value based services offering of HDFC Bank. 7

OR

- (C) Explain the concept of Internal Marketing supplementary services. 7
- (D) Comment and justify the pricing, place and promotion strategies of the following service providers :—
- (i) AKASH COACHING CLASSES.
- (ii) DECCAN ODDESEY TRAIN BY MTDC. 7

SECTION—C

4. (A) What do you mean by the term 'services experience' ? Explain in brief various factors affecting services experiences. 7
- (B) By considering marketing of services of your choice, how will you manage complaint handling process ? 7

OR

- (C) Explain the importance of Culture and Religion as an influencing factor in services industry. 7
- (D) What steps should a services firm consider to ensure satisfactory report from the customer on the services provided ? 7

SECTION—D

5. The promoter of Leisure Infrastructure company, Country Club India Ltd. have floated a new venture, "Country Vivah" targetting the Indian Wedding Market. According to Mr. Y. Rajeev Reddy, Chairman and M.D., Country Club group Country Vivah will be a one-stop destination

for weddings. He says that going by an independent study, the size of the Indian Wedding Market is Rs. 85,000 crore (excluding Jewellery). There would be a lot of cross synergies between the Country Club India and hospitality industry across India. 'Country Vivah' plans to acquire Wedding Halls and small convention centres across states to conduct weddings.

The company proposes to include Honeymoon travel services, too, as a part of wedding package.

- (a) In accordance with the concept of Wedding Management company like Country Club, comment on the scope of Wedding planner services in your city ? 7
- (b) Assuming yourself as a marketing manager of 'Country Vivah' services, outline the components of Wedding Management as professional service. 7