

- (d) "Grand Rangoli inn"– a recently started multi cuisine restaurant wants to establish brand in the city. As an Ad agency make a marketing plan for the same. 7

SECTION C

5. Delevo—one of the leading laptop manufacturing company is known for its post sales services, which they provide at the doorstep of customers. Miss Swara purchased a laptop costing ₹25000/- from a authorised dealer. Initially it worked good, but after 3 months, It stopped working due to certain hardware issues. Miss Swara got her laptop repaired through service center personnels for several times, but the problem persisted even after series of repairs. She observed that now service centre personnels are also not catering her solution for her problems, on the other hand they behave rude and keeps her call on hold for serveral minutes.

Miss Swara registered a complaint through email to concerned higher authority of Delevo Company. She belives that the laptop supplied

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Fourth Semester Master of Business Administration
Examination

MARKETING OF SERVICES

Paper – MBA/4202/SM

P. Pages : 5

Time : Three Hours]

[Max. Marks : 70

- Note : (1) Attempt all questions
(2) Figures to right indicate marks.

SECTION A

1. (a) Describe the special characteristics features of services. Elaborate classification of services. 14

OR

- (b) "Service Sector plays a vital role in growth of Indian Economy. Explain in detail with suitable examples. 14

SECTION B

2. (a) What are customer expectations and perception of services ? Discuss. 7

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- (b) Few customers nowadays are preferring online purchasing of Insurance policies and few are purchasing from Authorized insurance agents. Considering the above situations in both cases measure the customer satisfaction derived. 7

OR

- (c) Explain why Monitoring and Measuring customer satisfaction is treated as vital task in service oriented businesses. 7
- (d) You are a Manager of Micromax, Mobile phone manufacturing company's service centre. It has been 5 years working in the service industry. Explain pros and cons of complaining customers in context with your Industry. 7
3. (a) Explain the parameters on which you would like to develop service positioning strategy. 7
- (b) In what ways, positioning strategy of ICICI Bank (Private Bank) differentiate itself from State Bank of India (PSU) ? 7

OR

- (c) Explain Demand-Supply management of service with appropriate example. 7
- (d) Saving Accounts and their Interest rates are almost same in all banks. You being a Marketing Officer of "Apex Bank of India" a nationalized bank, is require to do marketing of saving A/C in your region. Explain your road map for marketing of saving A/Cs. 7
4. (a) What is customer relationship ? Discuss CRM strategies in service marketing. 7
- (b) MSRTCS' bus services are delivering poor quality services now a days. As a customer using MSRTC services daily, what suggestions will you give to MSRTC for improving quality of services as per your expectations ? 7

OR

- (c) Explain the concept of marketing mix in the context of service marketing. 7

to her by company has some serious manufacturing problems.

(a) Analyze the case in detail. 7

(b) You, being a regional service incharge, are expected to provide solution to above problem. Explain your post sales service policy to customers problem. 7



