

AT-1456

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 marks.

SECTION-A

1. (a) Elaborate reasons for the growth in service sector. State the various service sector briefly. 14

OR

- (b) State the characteristic features of services. 14

SECTION-B

2. (a) Why is it crucial to understand consumer behaviour in services marketing ? 7
(b) Design a suitable student complaint handling mechanism for students of the university. 7

OR

- (c) Elaborate SERVQUAL model of services marketing. 7
(d) Local public transport company is pursuing customers to get their view, experiences and opinion about company and its services. The company is holding a customer centric approach and in process of improving and developing on all fronts. Design suitable system to get customers, frank opinion, views and experiences about the company and its services. 7
3. (a) What is meant by positioning of services ? 7
(b) From the point of view of customer satisfaction, what are the circumstances under which the following methods of querying would be most appropriate ? 7

OR

- (c) State main reasons for acute problems of demand and supply imbalance in the case of services. 7
(d) Consider the case of a fast food restaurant. Define various measures of productivity and efficiency that are crucial in the assessment of the performance of the service delivery. 7

SECTION-C

4. (a) Elaborate importance of support services in hospital marketing. 7
(b) Explain different policies of pricing in airline services. 7

OR

- (c) State the tourism product and describe its salient features. 7
(d) Describe marketing mix of communication and information services. Give suitable example. 7

SECTION-D

5. During the last decade, for a bank (PSU) the emphasis started to shift from service towards bank profitability. It was also felt that the competition in banking had become intense, with the entry and growth of private banks made difficult targets to achieve.

The bank's current situation was such that the bank was able to recover only 50% of the costs. The bank had to find some ways of reducing the costs or increasing the charges without surrendering the competitive advantages.

The board of directors' meeting was scheduled to be held shortly to determine future direction of the banks efforts to return to profitability. It was felt that any such decision would have to be made after weighing all the issues of costs and long term growth and profitability. The board of directors planned to discuss following issues :

Problem of current lack of profitability Whether to conduct further market research ?

Whether to open more branches implementing home banking system.

The board of directors needed to make the decision urgently.

- (a) Identify the main marketing problem faced by nationalized bank. 5
(b) What should be the main strategies along which the bank can or should develop ? 5
(c) Should the bank invest in the home banking system ? Justify your answer. 4