

**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) What do you mean by the term 'services marketing' ? Explain in detail the differential features of services to that of the product with suitable examples. 14

**OR**

- (b) Explain the importance of services marketing in the development of Indian Economy. Outline the classification of services. 14

**SECTION—B**

2. (a) Explain various factors affecting consumer behaviour decision making in buying services. 7
- (b) Jalvarkar's, a leading brand of Gym and fitness centre started its franchisee outlet in a Next-level Mall in Amravati City. As compared to other Gym providers Jalvarkar's is a premium brand. As a marketing consultant to the owner, how will you monitor customer's expectations and perceptions ? Explain. 7

**OR**

- (c) What steps should a services organisation take to ensure a satisfactory report from the customer on the services provided ? 7
- (d) Mr. Ramanand has ordered a pair of branded shoes of price Rs. 5000/- from leading online shopping portal amazon. com. They have chosen the option of COD i.e. cash on delivery. On arrival it was observed that pair of shoes were of not the selected size. As a delivery firm, how will you manage the customers, satisfaction and expectations in such situation ? Explain. 7
3. (a) Explain in brief various strategic issues in marketing of services. 7
- (b) The check-in counters of a commercial Airline counters at Mumbai Airport in the month of October, November, December, May and June witness a huge crowd of Holiday makers from India and abroad. As a consultant to Airport Authority of India how will you monitor demand capacity of aviation services during peak and off season ? 7

**OR**

- (c) What are the major positioning attributes a service firm has to evaluate to look at the positioning possibilities of its services brand ? 7
- (d) Comment and justify the segmentation, targetting and positioning strategies of the following services providers :
- (i) Balaji Telefilms Ltd.
- (ii) KESARI TOUR AND TRAVELS PVT. LTD. 7

### SECTION—C

4. (a) Discuss the steps involved in developing a new services concept and package. 7  
(b) How can physical evidences help in differentiating the services ? Explain with suitable example. 7

### OR

- (c) In accordance with the PROCESS element of Services Mix, comment on the order taking and order fulfillment as major part of process, with suitable example. 7  
(d) What is the meaning of motivating services employee ? Discuss the importance of human (person) element in services marketing 7

### SECTION—D

5. India Value Fund (IVF), a private equity, invested Rs. 100 crore to help V-link Pvt. Ltd. expand its fleet of branded metered city cab services.

IVF-which owns majority of stake of more than 50 percent in the company running its branded city radio taxi cars, MERU CABS has initially invested Rs. 200 crore when V-link launched its business.

MERU CABS, which currently operates its services in metro and mini-metro cities in India plans to invest additional funds to recruit more drivers and scale up back-end infrastructure across the country.

The company already has more than 5000 vehicles.

Unlike in Mumbai, which still had strong metered taxi culture, MERU CABS started its brand building in Bengaluru and Hyderabad. With the New Airport being 40 km away from the city, cabs depended on airline passengers to popularise its services. MERU CABS are also offering flexible payment options. After launching in 2009, company is getting tough competition from other reputed Cab Brands UBER and OLA.

- (a) Comment on the present status of CAB-TAXI as a travel services business in India. 7  
(b) Analyse the Marketing Mix variables of MERU CABS and how will you improve them to face competition in present context ? 7