

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) "The pace of development of a nation depends today on the spread, adoption and marketing of services." Do you agree ? Justify. 14

OR

- (b) Illustrate in detail nature and scope of services marketing. 14

SECTION—B

2. (a) What is services experience ? Elaborate. 7
(b) Watching movies generally occurs in a planned, organized manner. The day, theatre, movie, cast etc. is thought of. Therefore there are efforts by movie makers to catch proper audience in a good number. But the fact is that movies can be watched on an impulse. Impulse buying stands true even in case of services. How should film makers and theatre owners act as a catalyst to enhance movie viewers on the basis of impulse buying ? 7

OR

- (c) What are various ways to monitor and measure customer satisfaction ? 7
(d) The era when customers complained and marketers took actions is over. The need of the hour is to solve customer complaints unasked with proactiveness. Do you feel proactivity in handling complaints may fetch better customers ? Justify. 7
3. (a) Explain various strategic issues in the marketing of services. 7
(b) Mrs. Jayanti Kathale positioned "Purnabrahma" restaurant as an authentic Maharashtrian food provider with typical cultural ambience of the state. The restaurant became a favourite of the crowd at Bangalore. Plans are being to expand this service nation-wide. Traditional Maharashtrian food items like modak, puran poli etc. will now travel all over India. What are your suggestions to 'Purnabrahma' regarding their positioning in South India ? 7

OR

- (c) Illustrate the concept of demand and supply in the context of services marketing. 7
(d) Despite the entry of private players in insurance market, LIC managed to be the first choice of Indians. A prime reason behind this is LIC's segmentation policy. When most of the rivals focussed on affluent urban and semi-urban class, LIC came up with wonderful offerings to rural masses, hired rural agents opened satellite offices to reach to rural areas. 'Bima Gram' was a scheme through which some portion of collected premium was channelized to village development. What do you suggest to further better reach to rural masses ? Illustrate. 7

SECTION—C

4. (a) Explain marketing mix in the context of services. 7
(b) How can effectively 'Relationship marketing' to be used in marketing of services ? 7

OR

- (c) Elaborate the concept of supplementary services in detail. 7
(d) "Marketing of services is more difficult than that of products." Do you agree ? Justify. 7

SECTION—D

5. Numerous professional service providers have grown in recent times, proving India indeed, is a service economy. One of such professional services is soft-skill training institute. The soft skills include communication and presentation skills, interpersonal skills, time management, business etiquettes, leadership skills, emotional intelligence and much more. The related training institutes professionally work in metropolitan cities. The number of soft skill training providers in semi-urban and rural areas is negligible. The adolescent and young students from villages and semi-urban areas are sincere, hard-working but hugely lack a professional touch of soft skills. If attempted, good soft skill providers can become change agents in the lives of thousands of young students. There lies a business opportunity too. Soft skills trainers may contact universities and colleges and create a win-win situation. Finally, coming together is a beginning, keeping together is progress and working together is success.
- (a) Analyze the case. 3
(b) How do you differentiate education as service product in above case ? 4
(c) What are your suggestions for marketing of soft skill training institutes in semi-urban areas ? 7