

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (2018 Batch) (Sem.-3)

SERVICES MARKETING

Subject Code : MBA 922-18

M.Code : 76895

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

- 1) Define Service Marketing.
- 2) Identify reasons for the growing importance of the service sector.
- 3) What do you mean by service recovery strategies?
- 4) Outline the meaning of "Servicescape".
- 5) What do you mean by waiting line strategies?
- 6) What is service marketing triangle?
- 7) What factors should be considered while fixing pricing of a service?
- 8) Highlight importance of marketing in health care.

SECTION-B

UNIT-I

- 9) Critically examine salient characteristics of the services, with suitable illustrations.
- 10) What are various gaps that can occur in service quality? Elucidate. Suggest ways to reduce such service gaps with suitable illustrations.

UNIT-II

- 11) Highlight the challenges faced in designing a service? Outline the various stages involved in new service development process, with suitable illustrations.
- 12) Outline the importance of the physical evidence in services marketing. Highlight its effect on consumer behaviour towards a service, with illustrations.

UNIT-III

- 13) a) Outline the nature and types of intermediaries commonly used in delivering services,
b) Highlight role of electronic channels in service delivery, with suitable illustrations.
- 14) Highlight salient features of integrated services marketing communications you would recommend to promote services, with examples.

UNIT-IV

- 15) Critically examine alternative pricing strategies which a service marketer can pursue, with illustrations.
- 16) Highlight the characteristic features of marketing of financial services, with suitable examples.

SECTION-C

- 17) **Please read the case “WELLNESS HOSPITALS” below and answer the questions based on it :**

A leading corporate hospital chain established and managed by top medical professionals has presence in all the metros and major cities of India. Though they are geographically scattered far and wide yet they share a common philosophy in rendering their services in terms of quality, timeliness and approach towards patient care and well being. In this context the top management of the hospital has come up with an idea to establish and run round the clock physiotherapy centres through use of various intermediaries. To begin with, these outlets need to be first established in the metros and in a phased manner they would expand to other major cities based on the performance and feedback.

Questions :

- a) Recommend suitable strategies to deliver quality physiotherapy services through intermediaries. (6)
- b) What are your recommendations in terms of integrated service marketing communications? (6)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.