

M.B.A DEGREE EXAMINATIONS: NOV/ DEC 2010

Fourth Trimester

MASTER OF BUSINESS ADMINISTRATION

MBA537: Services Marketing

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (20 x 1 =20 Marks)

1. Case Study

Once an unorganized market mostly run by independent dermatologists and beauticians, Indian skincare treatment market is now attracting some of the leading personal care product manufacturers. Marico Industries, owner of popular brands like Parachute, Mediker and Saffola, has entered into the beauty care market through its chain of beauty salons called Kaya Skin Clinic (Kaya). Kaya's goal is to provide long-lasting and result-oriented non-surgical skincare treatment. Marico Industries, owner of popular brands like Parachute, Mediker and Saffola, has entered into the beauty care market through its chain of beauty salons called Kaya Skin Clinic (Kaya) with 8 centers spread across India and 2 centers in Dubai. Kaya means 'body' or 'appearance' in Sanskrit. Kaya points out that a clear and flawless skin is the most attractive aspect of an individual's appearance and its clinics promise to enhance natural skin to make it look healthier, fresher, younger and more glowing.

Questions:

1. Marico, a product manufacturer, has entered the services segment. What challenges will Marico face while marketing its services? (10)
2. With independent dermatologists and small beauty salons chains dominating the beauty care industry, Kaya clinics will find it difficult to capture the customer mindshare and market share. What tangible elements do Kaya clinics use to differentiate their services from the competition? (10)

PART B (10 x 2 = 20 Marks)

2. Explain the ways in which the services are differentiated with manufacturing.
3. List the marketing mix variables for services with an example.

4. Explain the sources of sustainable competitive advantage.
5. Explain the “script theory”?
6. Explain the components of a service blue print.
7. Explain the different types of customers?
8. Justify with relevant examples the different types of service qualities?
9. Explain the term servicescape.
10. What is service failure attribution theory?
11. Explain the defending strategies adopted by the service industries.

PART C (4 x 15 = 60 Marks)

12. a) Explain the service quality gaps with a flow chart and identify the marketing strategies to reduce the size of each gap.

(OR)

- b) Highlight the expanded marketing mix for services with respect to an hospital industry.

13. a) Discuss the purchase process for an restaurant cum hotel services.

(OR)

- b) Enlighten the service recovery strategies with suitable example

14. a) Explain the control issues faced by the service industry with suitable examples.

(OR)

- b) Explain the new service development and service life theory with suitable examples

15. a) Formulate a marketing strategy for tourism services with live examples.

(OR)

- b) Explain the marketing mix variables relevant to entertainment sector.
