

G 4518

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2007.

Third Semester

BA 1722 — SERVICES MARKETING

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Services Marketing.
2. What is meant by the term the Service Economy?
3. How do direct customers differ from indirect customers?
4. How do you classify services?
5. Explain service blue print.
6. Explain service mapping.
7. Explain a service delivery system.
8. Explain the impact of information technology in service delivery.
9. Define personal care Marketing.
10. "The technology revolutionized the banking operations" Critically Comment.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the nature and growth of services.

Or

- (b) What is service quality? Explain the SERVQUAL Model with examples.

12. (a) How do you design and analyze customer expectations and perceptions of services?

Or

- (b) Explain the process of developing a service offer to the market. Use illustration.

13. (a) What are the bases for segmenting the service market? What do you understand by positioning map?

Or

- (b) Explain the factors affecting a pricing policy of services.

14. (a) "The performance of service delivery systems is frequently judged in terms of efficiency and productivity". Discuss.

Or

- (b) Enumerate the strategies for effective service delivery through intermediaries.

15. (a) Explain what is Hotel Marketing and examine the different categories of Hotel users.

Or

- (b) Design a Marketing strategy for the promotion of tourism among rural masses.
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Time

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