

Z 4518

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2006.

Third Semester

BA 1722 – SERVICES MARKETING

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List the five dimensions of service quality.
2. What are the characteristics of services that differentiate services from physical goods?
3. Differentiate between experience and credence qualities that customers use to evaluate products or services.
4. What is 'Moments of truth'?
5. What is the role of the consumer in service delivery?
6. What is a Service Package? Illustrate using an example.
7. What are Servicescapes? Why are they important for services?
8. Define Service Guarantee. What are the various types of service guarantees?
9. What are the Critical Success factors in Services marketing?
10. What is Customer Lifetime Value?

PART B — (5 × 16 = 80 marks)

11. (a) Use the concept of characteristics of a service and describe the differences between a service and a product you are familiar with. What marketing implications arise as a result of these differences?

Or

- (b) What is the role of services in a developing economy like India? Discuss.

12. (a) What are the components that need to be built into every service quality system? Illustrate with an example.

Or

(b) Using the criteria of different benefits sought by target customers, how can the medical tourism industry build or defend competitive positions? Use examples to support your answer.

13. (a) What is a service blueprint? Prepare a blueprint for a hospital.

Or

(b) List down three critical factors which affect pricing for any three service products and explain why these factors are critical for these services?

14. (a) What does internal marketing mean? Develop a step by step procedure for instituting internal marketing for the Tourism department of Tamilnadu.

Or

(b) How does information technology impact service delivery? Illustrate.

15. (a) Formulate a service marketing strategy for a new insurance company dealing in only health related insurance.

Or

(b) Formulate a service marketing strategy for an NGO (Non Governmental Organisation) that deals with education, rehabilitation and prevention of alcohol/drug abuse in society.

Time :

1. D

2. E

3. D

4. M

5. Ex

6. W

7. Ex

8. Ex

9. Gi

10. Cla

11. (a)

(b)