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K 4518

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Elective

BA 1722 — SERVICES MARKETING

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the additional marketing mix elements utilized for the services marketing?
2. Define SERVQUAL concept.
3. What are the factors influencing the customers perceptions?
4. Identify the various types of market targeting in services marketing.
5. What is the utility of the blue print in service design?
6. What are the exclusive factors influencing the pricing of services?
7. Mention any two advantages and disadvantages of direct and indirect distribution of services.
8. Who are all the persons involved in internal marketing and interactive marketing?
9. Suggest any one frontal attack strategy to be formulated for the health marketing by the hospitals.
10. List any four services comes into the category of public utility services.

PART B — (5 × 16 = 80 marks)

11. (a) Critically examine the origin and growth of service sector in India.

Or

- (b) Discuss about five gaps arises in services marketing with the illustrations.

12. (a) Assume that you are working for the research consultancy, explain that how will you assess the market potential for the services?

Or

- (b) Explain the process involved in segmenting and targeting the customers in services marketing.
13. (a) Discuss about the stages of service life cycle, how this life cycle should be taken as a input for the new services development by the services marketer?

Or

- (b) Explain about the different pricing methods involved in pricing of services. What are the do's and don't's to be followed in pricing services?
14. (a) Elaborate about the different types of channels involved in distributing services. What are the responsibilities to be performed by the services distribution manager?

Or

- (b) Analyze the role of customer relationship management in services delivery. How the service recovery and customer relation management is related in services marketing?
15. (a) Develop the suitable strategy for the Business school to be located in your nearest city, by considering the competition among the business schools in India.

Or

- (b) Design a business plan for the entertainment company like any i-max theatre to be started in any city nearest to your place.
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