



Code: 14E00404

MBA IV Semester Supplementary Examinations November/December 2017

SERVICES MARKETING

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Write short notes:
(a) Customer relationship marketing.
(b) Relationship marketing.
- OR**
- 2 Define complaints management. What are the basic steps for complaint management designate a location to receive complaints.
- 3 What are the approaches of market segmentation?
- OR**
- 4 Discuss about planning service product.
- 5 Define new service. What is the need for a new service?
- OR**
- 6 Define marketing communication mix. Explain the marketing communication mix elements.
- 7 Explain about word of mouth communication.
- OR**
- 8 Describe the challenges in distributing service through electronic channels.
- 9 Define service quality. Explain importance of quality in service.
- OR**
- 10 What is meant by marketing planning? How do we allocate resources and monitor marketing planning and services?

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

Apple's pricing strategy for iPhone in the US.

On September 5, 2007, Steve Jobs (Jobs), CEO of Apple Inc. (Apple), announced a steep price cut on Apple's much hyped iPhone. The price cut coming as it did within 10 weeks of the product's launch, angered the early adopters who had bought their handsets at a premium price.

Some of these customers had waited in queues before Apple stores for days to buy the phone as soon as it was launched. While Apple justified its price cut saying that it wanted to make the iPhone more affordable, some analysts felt that such a steep price cut within few weeks of its launch was nothing short of a public relations (PR) fiasco for the company.

The iPhone, which was launched on June 29, 2007, was available at a premium price of US\$ 599 for an 8GB version and US\$ 499 for a 4GB version.

Before the launch of the iPhone, many analysts were of the opinion that Apple had overpriced the product, which reportedly cost the company just US\$ 281 (for the 8GB version) and US\$ 246 (for the 4GB version) to produce.

Questions:

- (a) What are the foundations of pricing objectives of Apple iPhone?
(b) What are the tools for public relations?

