



Code: 14E00404

MBA IV Semester Supplementary Examinations May 2019

SERVICES MARKETING

(For students admitted in 2014 (LC), 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 Discuss the evolution and growth of service sector in India.
- OR**
- 2 Explain the nature and scope of Services.
- 3 Describe the service market segmentation, targeting and positioning with a suitable example.
- OR**
- 4 Write a brief note on the branding of service products.
- 5 Why most of the corporates prefer integrated service marketing communication? Discuss.
- OR**
- 6 Explain various methods for pricing of services.
- 7 How do you design the service delivery system? Explain with suitable case.
- OR**
- 8 Explain the role of intermediaries in services marketing in enhancing the value of the product.
- 9 Explain the procedure for formulating the services marketing strategy.
- OR**
- 10 Discuss the service marketing opportunities in hospitality and tourism sector.

SECTION – B

(Compulsory Question, 01 X 10 = 10 Marks)

11 Case study:

Premier courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provide the confidence that people shipping packages will be "Absolutely, positively, certain their packages will be there by 10.30 in the morning".

In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organizations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers' problems.

Questions:

- (a) What is PCL's product? What are the tangible and intangible elements of this service product?
- (b) What are the elements of service quality for a delivery service like PCL?
- (c) In what way does technology influence PCL's service quality?

