

Total No. of Pages : 2

Register Number :

**6880**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.**

**(MARKETING MANAGEMENT)**

**(SECOND YEAR)**

**210 — PRODUCT AND SERVICES MARKETING**

Time : Three hours

Maximum : 75 marks

**SECTION A**

**Answer any FIVE questions.**

**(5 × 3 = 15)**

**All questions carry equal marks.**

1. (a) What is meant by product line?
- (b) Discuss the responsibilities of a product manager.
- (c) What are the uses of product life cycle?
- (d) What does a brand stands for?
- (e) Define labelling.
- (f) Why is centralised mass production of services?
- (g) Why should there be internal marketing of services?
- (h) What are the areas in which marketing research can help an Indian banking organisation?

**SECTION B**

**Answer any THREE questions.**

**(3 × 10 = 30)**

**All questions carry equal marks.**

2. What are all the types of diversification with suitable illustrations?
3. What are the strategic implications in terms of marketing mix in using PLC in planning?
4. Explain packaging strategies in detail.
5. Discuss the marketing of financial services.
6. How do you visualise the future for Indian BPO industry?

**SECTION C****Answer any ONE questions.****(1 × 15 = 15)**

7. Explain the role of customer relations in services marketing.
8. What is the role of advertising and branding in financial services?
9. Discuss the various positioning and differentiation strategies adopted by the mobile communications companies in India.

**SECTION D****(Compulsory)****(1 × 15 = 15)**

10. What do you mean by segmentation of services? How do you plan for segmentation of insurance industry in India? Explain the same with a neat chart.
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