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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(MARKETING MANAGEMENT)****(SECOND YEAR)****210: PRODUCT AND SERVICES MARKETING**

Time: Three hours

Maximum: 75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. How are products classified?
2. How are new products adopted?
3. Differentiate between individual and family brand names.
4. What is brand extension?
5. How do you define a service? In what ways is it different from a product?
6. What is meant by consumer banking?
7. What do you understand by Tourism Pricing?
8. How do you define medical tourism?

SECTION- B**(3×10=30)****Answer any THREE questions**

9. Explain the different positioning strategies. Consider any four FMCG items and discuss the positioning strategies.
10. What are the common reasons for the failure of a new product?
11. Explain the different kinds of packaging.
12. Briefly explain the characteristics of services.
13. Discuss the sales promotion activities in hotel industry.

SECTION- C**(1×15=15)****Answer any ONE question**

14. Give examples of the components for the following services:
 - a) Airlines
 - b) Financial Services
15. How to develop a packaging plan?
16. What do you understand by a tourism product? Identify a few tourism products and suggest the market segments for each.

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

17. Assume that you are the marketing manager for the tourism development corporation.
 - a) How would you improve the service quality of your corporation.
 - b) Devise the strategies to attract foreign tourists.
