

(DBUS35)

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M.B.A. DEGREE EXAMINATION, MAY – 2018

Third Year

**B-MARKETING MANAGEMENT (Optional)**

**Marketing of Services**

**Time : 3 Hours**

**Maximum Marks :70**

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**SECTION - A**

**Answer any three questions.**

**(3 x 5 = 15)**

- Q1)** a) Conceptual framework of marketing of services.  
b) Branding of financial services.  
c) Hospitality marketing.  
d) Marketing of cardiac care.  
e) Professional education.  
f) Logistics.

**SECTION - B**

**Answer any three questions.**

**(3 x 15 = 45)**

- Q2)** Explain various elements of designing service strategy.  
**Q3)** Explain about marketing of consumer banking.  
**Q4)** Traceout marketing opportunities for tourism in India.  
**Q5)** Discuss about marketing of health services at Apollo hospitals.  
**Q6)** Discuss implication for advertising agencies.  
**Q7)** Explain the role of logistics in marketing.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8)** Case Study:

Fast Express Courier Ltd. (FECL) 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 FECL 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, FECL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, the customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by FECL 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 FECL’s help, can guarantee delivery by the next morning. FECL has positioned itself as a company with a service that solves its customer’s problems.

Questions:

- 3 What is FECL’s product? What are the tangible and intangible elements of this service product?
- 4 What are the elements of service quality for a delivery service like FECL?
- 5 In what way does technology influence FECL’s service quality?

