

Code No: MB1343/R13**MBA IV Semester Regular/ Supplementary Examinations, April-2017****SERVICES MARKETING****Time: 3 Hours****Max. Marks: 60**

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Briefly list out different variety of services with relevant examples | 6 |
| b | Differentiate between services and products | 6 |
| 2. a | How do you create value in highly competitive services market like higher education? | 6 |
| b | Briefly discuss different branding strategies for marketing services with illustrations | 6 |
| 3. a | “Maintaining Good Customer relationship is essential for customer satisfaction and customer delight” why or why not? Justify your answer | 7 |
| b | How do you understand customer needs and expectations for different services? | 5 |
| 4. a | Define services market segmentation and explain briefly the importance of market segmentation | 7 |
| b | How do you create and maintain valued customer relations if you are dealing with insurance services? | 5 |
| 5. a | Define pricing and explain briefly different pricing strategies for tourism services | 8 |
| b | Discuss in nutshell foundations of pricing objectives | 4 |
| 6. a | Define services marketing communications briefly and explain objectives of services marketing communications with suitable illustrations | 7 |
| b | Outline a vivid ad copy for promotion of courier services | 5 |
| 7. a | How does physical evidence of the service space play an important role in promoting service like hair saloon? | 6 |
| b | Briefly elucidate the services marketing planning process with suitable examples | 6 |
| 8. | A study report on examining the impact of incentives to Small Scale Industries (SSI) has made the following observations: | 12 |

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Though there exists a lot of incentives for small units offered by the Central and State Governments, about half of the entrepreneurs were found to be unaware of the same. It appears that adequate efforts have not been put in to give publicity to these incentives and concessions. It was also found that due to the lack of higher education and backwardness, the prospective entrepreneurs are shy of approaching the concerned officials for help. Besides, the procedures and formalities appeared to be complicated and cumbersome for a man of rural areas. It frightens the entrepreneurs and renders them dependent on middlemen. Another disappointing feature is the time-lag between the date of application and the actual benefits emerging from the efforts. The general impression developed in the rural areas is that it is not possible to avail of these incentives without the help of local and influential leadership. The official red-tapism and harassments are beyond common man's capacity to bear.

You are assigned to comments about the above observations. Suggest measure for the official and institutional agencies to overcome the lacunae in the incentive schemes.

What steps should be taken to create awareness about the incentive schemes among the rural youth?

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