

Code No: MB1645/R16

MBA IV Semester Regular Examinations, April-2018

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 | “Perishability of services poses challenges to management” comment on it . and Distinguish between goods and services and explain | 8M |
| b | How do you track customer behaviour? | 4M |
| 2. a | How do you measure customer satisfaction in a large travel company? | 6M |
| b | Define service quality and explain briefly how do you bridge service quality gap? | 6M |
| 3. a | Define services marketing mix and explain mechanism to maintain value relationship | 7M |
| b | Briefly outline various component of services promotion mix with suitable illustrations | 5M |
| 4. a | Briefly explain effective pricing strategies for financial service of your choice | 7M |
| b | Define market segmentation and explain how do you segment tourism market ? | 5M |
| 5. a | Outline a comprehensive marketing strategy for higher educational services | 7M |
| b | Briefly explain innovative distribution systems for hospitality service | 5M |
| 6. a | Briefly sketch health care marketing strategy for large corporate multi-health service hospital | 8M |
| b | Discuss briefly cellular promotion mix | 4M |
| 7. a | Briefly discuss emerging promotional strategies of Entertainment service industry | 8M |
| b | what do you mean by internationalization of services support your answer with examples | 4M |
| 8. | <p>Case</p> <p>Mr. Suresh Mehta, a fresh software Engineer, developed a new software service during his M.Tech. course. Upon passing out, he invested a small capital to commercialize and selling the service under the brand name ‘MIN’. Coming from a middle-class family himself, Suresh decided to price his service much lower than the other similar service available in the market at that time. His pricing strategy paid rich dividends and MIN became an instant success. Using his newly acquired financial strength, Mr. Suresh developed a premium quality service with a unique features. Although, the cost price of this service was itself high, Mr. Suresh, again priced it substantially lower to be a comparable services in the market by maintaining a low profit margin.</p> | 12M |

Questions:

- 1) Suggest an appropriate marketing strategy to Mr. Suresh
- 2) Do you feel Mr. Suresh committed a pricing mistake in the case of the premium service? Justify your answer with suitable reasons.

