

III Semester M.B.A. (Day) V Sem. M.B.A. (Evening) Degree
Examination, January 2008
(Updated Scheme)
BUSINESS ADMINISTRATION
M – 3 : Marketing of Services

Time: 3 Hours

Max. Marks: 75

Instruction : Answer all Sections.

SECTION – A

Answer **any six** of the following questions. **Each** question carries **2** marks. (6×2=12)

1. a) What are tangible – dominant services ?
- b) What are internal services ?
- c) What do you mean by 'credence properties' of services ?
- d) What are supplementary services ?
- e) Define 'service act'.
- f) What is people processing in services ?
- g) What is a 'service factory' ?
- h) Who are 'Jaycustomers' ?
- i) What do you mean by 'Triadic Sorting' ?

SECTION – B

Answer **any four** of the following. **Each** question carries **5** marks. (4×5=20)

2. Explain briefly the significance of service sector in Indian economy.
3. Enlist the components of Integrated Service Management.
4. Explain with examples 'Mental Stimulus Processing' services.

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5. Why are 'critical incidents' in service encounters important ?
6. Explain briefly the 'perceived risks' in purchasing and using services.
7. What is the impact of service failure ? What should be the response of the service marketer to these failures ?

SECTION – C

Answer **any three** of the following. Each question carries 10 marks. (3×10=30)

8. How are services different from goods ? Discuss the implications of these differences for service marketers.
9. Discuss the factors stimulating the transformation of the service sector in different economies.
10. Analyse how customer expectations are formed ? Discuss the major components of customer expectations.
11. What is CRM ? Why do you think it is very important for service marketers ? How can they build customer relationships ?
12. Explain the concept of 'yield management' in relation to service pricing. Discuss how it might be applied to consulting and hospitality services.

(13)

SECTION – D

13. Read the following case problem and answer the questions given. Select a service organisation you are familiar with and construct a flow chart of service production and delivery. Identify the critical points within this 'service production and delivery process' that are likely to have a significant bearing on customer perception and sense of satisfaction, and also on the promotion mix strategy to be developed by the marketer. Defend as to why these points in the process are particularly important. How would you go about managing them ?