



PG – 780

III Semester M.B.A. (Day) Examination, January 2009

(2007-08 Scheme)

MANAGEMENT

M-2 : Service Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer any six of the following :

(2×6=12)

1. a) It is possible to have pure intangibility in case of services.
- b) Does the meaning of product include services or not ?
- c) What is the difference between experience and credence attributes of services ?
- d) What constitutes 'Services Marketing Triangle' ?
- e) What do you mean by 'Life time value of a customer' ?
- f) Segmentation of customers in case of relationship marketing refers to what dimension of customers ?
- g) What is a 'Service encounter' ?
- h) What are 'Provider Gaps' ?

SECTION – B

Answer any three of the following :

(3×8=24)

2. Which unique features of services warrant extended marketing mix ? And why ?
3. How do you evaluate the alternatives available for health care services in the context of consumer behaviour ?
4. Bring out the role of 'Zone of tolerance' in service quality.
5. Account for the growth of self service technologies in case of banking and public services.
6. Do you think that service blueprinting reduces intangibility of services ? How ?

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SECTION – C

Answer **any two** of the following :

(2×12=24)

7. Explain dimensions of 'SERVQUAL' research with contemporary examples of companies in retail and hospitality sectors.
8. How do people and process dimensions of services contribute to marketing of services ? Bring out suitable examples.
9. Explain the differences between transactions and relationship marketing contribute to retention of existing customers.

SECTION – D

This is **compulsory**. It carries **fifteen** marks.

(1×15=15)

10. Read the following case and answer the questions given at the end.

Tata Sky – Modular service pricing and Service Tie ring

Tata Sky Ltd, the joint venture from TATA and STAR, follows the modular pricing where in the basic and value added services are identified as building blocks for determining the price according to customer's preference mix. The company offers three service packages namely, Starter Pack (35 channels), the Family pack (71 channels) and the Western pack (67 all English channels) in addition to the existing Super Saver Pack (94 channels).

The Starter pack, available for Rs 160 PM, comprises 35 channels including ESPN and STAR sports along with two interactive services (Active TM Wiz kids and Active TM Games). The family pack, available for Rs. 250 pm, comprises 71 channels including all popular Hindi, Regional and Sports channels along with four interactive services (Active TM Khabar, Active TM Star News, Active TM wiz kids and Active TM Games). The Western pack is priced at Rs. 250 PM and spans over 67 channels all English, Regional and sports channels along with three interactive services (Active TM Newsroom, Active TM wiz kids and Active TM Games).



In May, 2007, Tata Sky came out with a special promotional offer '1 pe 3 and 2pe 5' across India. The offer entails 3 months free subscription on the purchase of one connection and 5 months free subscription per connection, on the purchase of two or more connections. Existing Tata Sky subscribers could also avail this offer. The top end package, Jumbo Super Saver pack, comprises 99 Hindi, English, Regional and Sports channels along with six interactive services (Active TM sports, Active TM games, Active TM Wiz kids, Active TM Newsroom, Active TM khabar and Active TM Star News) and is priced at Rs. 300pm.

Questions :

- 1) Why did Tata Sky resort to the above mentioned product and pricing strategy ? Consider the scenario of cable network while answering this question.
 - 2) Segment the TV viewers based on the different packages offered by Tata Sky.
 - 3) Analyze the outcome of this pricing strategy on the growth and expansion of Tata Sky.
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