



PG – 678

III Semester M.B.A. (Day) Examination, January 2010
(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) Who are “Boundary spanners” ?
- b) What is “Customer-gap” ?
- c) Give the meaning of Health Care Services.
- d) What do you mean by “Service recovery” ?
- e) How do you measure customer satisfaction ?
- f) Mention types of customer complainers.
- g) What is a “Service Blueprint” ?
- h) What is Franchising ?

SECTION – B

Answer **any three** of the following :

(3×8=24)

2. Differentiate between product and services marketing.
3. Explain different types of services expectations.
4. Explain the various elements of services marketing triangle.
5. Examine the role and relevance of celebrity in promotion of services.
6. Is services marketing research is important for a service provider ? Justify.

SECTION – C

Answer **any two** of the following :

(2×12=24)

7. Explain the importance of focus on customer relationship in retailing industry.
8. Explain marketing mix in services.
9. Explain the approaches to pricing services.

P.T.O.



SECTION – D

Case Study (Compulsory) :

(1×15=15)

10. Read the following case and answer the question given at the end :

MSD Infotech Refocusses on the Corporate Segment

During the boom times, many firms providing Computer Education to the students used to survive and thrive in the Indian market. But, the boom did not last forever. The bust which followed took its toll on the educational IT services sector, with Aptech selling off its business to SSI, and many other firms exiting from the computer education business.

MSD Infotech also found its business squeezed, and had to think of new segments that it could venture upon. The company refocused attention on the corporate segment which also requires computer training for its employees, and over a period, the percentage of business which came from the corporate segment changed from 20% of its total to about 65% of the total.

At the same time, its affiliate channels through whom a lot of its students business was done, came down from about 400 to about 225 in number, signaling a decline in that segment.

What this case shows is that in bad times, it makes sense to take a re-look at your segmentation and target marketing strategy. Of course, this may involve repositioning yourself at times, in line with the requirements of the new segments being targeted. Also, it could involve changes in the 7 P's of marketing.

Question :

Can you think of what changes MSD Infotech would need to make in its positioning and its 7 P's (the marketing plan) to successfully serve the corporate market ?
