



PG – 817

Third Semester M.B.A. (Day) Examination, February/March 2014
(2007-08 Scheme)
MANAGEMENT
M-2 : Services Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following questions. **Each** question carries **two** marks. (6×2=12)
- What are people directed services ?
 - What is credence property of service ?
 - Define 'perceptual threshold'.
 - Give the meaning of service encounter.
 - What is basic product of tourism service ?
 - What is "people mix in service" ?
 - What is ITES ? Give examples.
 - What is interactive marketing ?

SECTION – B

- Answer **any three** of the following questions. **Each** carries **eight** marks. (3×8=24)
- Explain the distinguishing characteristics of services.
 - Explain the strategies for filling customer gap in services marketing.
 - Discuss the factors which influence on service quality.
 - Explain the rationale behind expanded marketing mix elements for services marketing.
 - Analyse the demand management strategies of a hospitality service organisation you are familiar with.

P.T.O.



SECTION - C

Answer any **two** of the following questions. **Each** carries **twelve** marks. (2×12=24)

7. Discuss the various factors responsible for the growth of service sector and service marketing.
8. By considering a service organisation of your choice, explain the CRM practices it follows. Also, explain the challenges for CRM in services marketing.
9. Explain the role of employees in managing and marketing services.

SECTION - D

10. Read the case and answer the questions : 15

Starwood Hotels and Resorts world wide inc., one of the largest hotel chains in the world, has established a global presence through its six distinct hotel brands. Each brand has a different price and image, which meets the needs of the different markets and categories of customers. Due to the highly competitive nature of the hotel industry, starwood is making efforts to further differentiate each of its brands by offering unforgettable experiences to its guests, which would be unique to each brand. For that starwood has signed cross marketing deals with companies whose products, when made available to its guests, are expected to reinforce the brand images of each of its hotel brand.

Questions :

- 1) Discuss, whether the cross marketing strategy of startwood enhance its customer base. Also explain whether, the cross marketing strategy would, in some way, cannibalise the distinctiveness of other brands ?
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