

Code: **BA3T5M**

**II MBA - I Semester – Regular/Supplementary Examinations
DECEMBER 2017**

SERVICES MARKETING

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a) Outline relationship Marketing
- b) Components of Service process
- c) Physical evidence in services marketing mix
- d) Services market segmentation
- e) Service recovery strategies
- f) Service Blueprinting
- g) Impact of technology in delivering services
- h) Service Quality delivery

SECTION – B

Answer the following: 5 x 10 = 50 M

2. a) Discuss the nature of service consumption and its connection to customer relationship management?

(OR)

**b) “Classification of services into various categories will provide an insight to managers to deal with diversity of services.”
Write about the various ways in which services can be classified.**

3. a) Explain about various methods used in selecting appropriate customer portfolio.

(OR)

b) “Targeting follows market segmentation as a natural step.”
What is the basis of targeting the identified segments”?

4. a) What are the various types of pricing methods for services?
Explain each method with examples.

(OR)

b) What is customer focused pricing? Analyse the pricing strategies involved in cellular services industry.

5. a) What are the various types of marketing communication in services marketing? Briefly write about marketing communication mix elements.

(OR)

b) What are the components of Internal Marketing?

6. a) “Physical evidence management is important for success in a service business.” Briefly write about the elements of physical evidence.

(OR)

b) Briefly discuss about the role of intermediaries in service delivery.

SECTION – C

7. Case Study

1 x 10 = 10 M

Banking in India was highly regulated until the mid-1990s. Banks could borrow only at strictly controlled rates and similarly lend only with carefully regulated margins. There was little to differentiate the service of the main banks and their customer bases were stable and therefore ostensibly ‘loyal’ as there was little incentive to change. However, it was widely accepted that customer service levels were generally poor.

With deregulation and privatization all that changed. New banking products were available almost overnight and customer service levels were improved enormously in response to the open market. Competition forced a huge change on the banking industry. Customers suddenly had a choice of a wide range of innovative products, many of which could be tailored to their specific needs. They started to move to competitor banks at alarming rates, often for marginal financial benefit, but motivated by the lure of improved service standards and personalized products. Banks started to realize that the ‘customer is the king’ slogan was more than a slogan – it was the reality on which the financial performance of their business rested. They undertook big investments in people, product development and infrastructure.

- a) Explain what constitute the service delivery in a bank.
- b) Discuss the strategies to keep Customers loyalty.