

Code: BA3T5M

II MBA-I Semester-Regular Examinations JANUARY 2016

SERVICES MARKETING

Duration: 3hours

Max. Marks: 70

SECTION-A

1. Answer any FIVE of the following:

5 x 2 = 10 M

- a) What are different types of services?
- b) Nature of services consumption.
- c) Customer loyalty.
- d) New service development.
- e) Limitations of services pricing.
- f) Services delivery systems.
- g) Services distribution.
- h) Services marketing mix.

SECTION – B

Answer the following

5 X 10 = 50

2. a) Explain briefly the characteristics of services and discuss the reasons for growing importance of services marketing

(OR)

- b) What is relationship marketing? Explain it's role in services marketing.

3. a) What are the basis for services marketing segmentation? State its advantages.

(OR)

b) Discuss the process of branding of service products. Give suitable examples.

4. a) What are the objectives of service pricing? How are they achieved?

(OR)

b) State the service pricing strategies of insurance companies.

5. a) “Marketing Communication plays a vital role in service promotion”. Discuss.

(OR)

b) What is marketing communication mix? Elaborate its elements.

6. a) How a marketing plan process is developed for service delivery.

(OR)

b) Discuss the role of intermediaries in service delivery.

SECTION –C

7. Case Study

1 X 10 = 10

Kerala had always been considered the “backwaters” of India in a negative way. Tourists thought of it as a nice but far away place, to be visited if you had the time, after covering the amore popular destinations like the Taj Mahal, Delhi, Jaipur and Goa. But all that has changed, with a single great campaign, based on a memorable line-God’s own country. As tourism marketers know, a tourist

destination sells imagery first, and then depends on the tourists themselves to recommend the destination to their friends, relatives and peer groups. For a long time, Kerala had advertised its boat races held at Alleppy (now known as Alappuzha) and the elephant ritual at “Thrissur Pooram”, and gained some mileage from these too. However, the advertising really started getting into the limelight after the tagline “God’s own country” was added to the beautiful images. In addition the foreign tourists, the campaign successfully drew the attention of domestic tourists, and as a result Kerala has successfully entered the tourist map of the World. New investments in Kerala include tourism related projects at Bekal in the Malbar (North Kerala) region.

Tangible things such as good air and road/rail connection, and availability of different types of Hotels and resorts also helped, along with the cosmopolitan food habits of Kerala, which is probably the only state apart from Goa where meat and sea food of all types are easily available, to cater to the Palates of foreigners who may be predominantly non-vegetarian. Ayurveda practitioners also abound in Kerala, and the oil massages add to the mystique of the destination. Apart from traditional Hill stations like Munnar, Kerala offers a forest experience at Thekkady (Periyar Wildlife Sanctuary), and in the hills of Wayanad district bordering Tamilnadu and Karnataka.

Questions:

1. Develop a campaign for Andhra Pradesh to attract Foreign tourists.
2. Develop a similar campaign for domestic tourists.