

Code: 17BA3T4MA

**II MBA - I Semester – Regular/Supplementary Examinations  
March - 2021**

**SERVICE MARKETING**

Duration: 3 hours

Max. Marks: 60

**SECTION – A**

**1. Answer the following** **5 x 2 = 10 M**

- a) Unique characteristics of services.
- b) Give two example of expanded marketing mix.
- c) Marketing Communication.
- d) SERVQUAL
- e) Services channel.

**SECTION – B**

**Answer the following:** **5 x 8 = 40 M**

2. a) Discuss the evolution and growth of service sector in India.

(OR)

b) Explain the nature and scope of services.

3. a) Discuss the service marketing opportunities in hospitality and tourism sector.

(OR)

b) Explain service market segmentation, targeting and positioning with a suitable example.

4. a) i. Explain service life cycle.  
ii. What is service blue printing?

(OR)

- b) i. What are the factors affecting the pricing policy of services?  
ii. Write about the factors to be considered by the service marketers while they design and implement a pricing strategy?

5. a) i. Why most of the corporate prefer integrated service marketing communication? Discuss.  
ii. How does the corporate is designing service delivery system? Explain with suitable example.

(OR)

- b) i. What are the various types of marketing communication in services marketing?  
ii. Briefly write about marketing communication mix elements.

6. a) Discuss how the service strategies vary sector wise? Explain Service Marketing Triangle.

(OR)

- b) Explain the service strategies for financial and entertainment sector.

## SECTION – C

### 7. Case Study

**1 x 10 = 10 M**

With the entry of private insurance players like Tata-AIG, ICICI-Prudential and Max-New York Life, LIC felt a need to revamp its business. Based on recommendations of the leading consulting company Booz, Allen & Hamilton, LIC restructured various aspects of its business. The case let discusses LIC's measures to train and develop competent personnel. It focuses on the customer service initiatives of LIC by using technology and improving service delivery. Finally, it talks about the change in LIC's branding and advertising strategy.

Issues:

- a. Need for training in Insurance.
- b. Branding of an insurance company.
- c. Use of technology in insurance services marketing.

Introduction: Till the year 2000, Life Insurance Corporation (LIC) held a monopoly in the life insurance market by virtue of being India's only life insurance company in India. With the opening of the insurance sector to private players, LIC's hold on the market was threatened. Institutional equity (Kotak Mahindra Capital Company) and mutual funds (Kotak Mahindra Asset Management Company), has been converted (it obtained the banking license in February 2003) into Kotak Mahindra Bank (KMB). It launched its first branch at Nariman Point in Mumbai in March 2003. KMB has tried to differentiate its services in all aspects, starting from the design of the bank logo to the design of its products and services.

Questions:

- a). The changing perception about a company among customers is a challenging task for any service provider. To what extent has LIC succeeded on that front?
- b). What kind of branding strategy should LIC adopt, given its increasing product mix and the aggressive brand building measures of private insurers?