

Code: 17BA3T4MA

II MBA - I Semester-Regular Examinations – November 2018

SERVICE MARKETING

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Discuss the classification of services
- b) What is market segmentation?
- c) List the features of service pricing.
- d) What is promotion of services?
- e) Physical evidence of service space.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Explain characteristics of Service marketing. Why services are depicted as a system? Discuss.

(OR)

- b) What is Relationship Marketing? Why it is important? Explain in detail.

3. a) What is positioning of services? Discuss the different positioning strategies.

(OR)

- b) Describe the stages of new service development.

4. a) What are the pricing strategies for services? Discuss.

(OR)

b) Discuss the importance of non-monetary costs in pricing decisions for services, taking the example of educational services.

5. a) What is Marketing Communication? Describe its role in promoting services.

(OR)

b) What is Marketing Communication mix? Explain with examples.

6. a) Discuss the marketing planning process.

(OR)

b) What are the different modes of service delivery? Discuss roles of various intermediaries in service marketing.

SECTION-C

7. Case Study

1x10=10 Marks

Sakshi Courier Ltd. (SCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What SCL really sells is on-time reliability. The company markets risk reduction and provide the confidence that people shipping packages

will be "Absolutely, positively, certain their packages will be there by 10.30 in the morning".

In fact, SCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by SCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of SCL's help, can guarantee delivery by the next morning. SCL has positioned itself as a company with a service that solves its customers' problems.

Questions

- i. What is SCL's product? What are the tangible and intangible elements of this service product?
- ii. What are the elements of service quality for a delivery service like SCL?
- iii. In what way does technology influence SCL's service quality?