

Code No: **21BA3T4MA**

II MBA - I Semester Regular Examinations FEBRUARY -2023

SERVICE MARKETING

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
 Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
 Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	What are Customer needs and expectations?	L1	CO1
1. b)	Summarize why maintaining valued relations is important.	L2	CO2
1. c)	Outline the concept of efficiency pricing.	L2	CO3
1. d)	Define the term external communication.	L1	CO4
1. e)	How to build service evidence?	L2	CO5
1. f)	Simplify the concept of services marketing triangle.	L2	CO2
1. g)	Dissect the term mass customization.	L2	CO1
1. h)	When do marketers make use of going rate pricing?	L2	CO3

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Demonstrate the classification of services.	L2	CO1	5 M
	b)	Discover the key marketing issues before a service organization.	L4	CO2	5 M
OR					
3.	a)	Illustrate the new avenues in service marketing.	L2	CO2	5 M
	b)	Omit the myths about services.	L1	CO1	5 M
<u>UNIT – II</u>					
4.	a)	Spell out the bases for market segmentation.	L1	CO2	5 M
	b)	Appraise the requirements of effective segmentation.	L3	CO1	5 M
OR					
5.	a)	Define the role of positioning in marketing strategy.	L1	CO1	5 M
	b)	Identify the various steps involved in developing a positioning strategy.	L3	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Outline the various approaches to pricing services.	L2	CO3	5 M
	b)	Demonstrate the value strategies in pricing of services.	L2	CO4	5 M
OR					
7.	a)	“Price is a measure of quality in services” justify the comment.	L5	CO4	5 M
	b)	Identify the major issues involved in pricing of services.	L3	CO3	5 M

UNIT – IV

8.	a)	Asses and explain the communication issues in services marketing.	L5	CO4	5 M
	b)	List the elements of promotion mix.	L1	CO3	5 M

OR

9.	a)	Outline some of the promotion strategies used for services marketing.	L2	CO4	5 M
	b)	Model the steps involved in designing a specific services promotion.	L3	CO3	5 M

UNIT – V

10.	a)	Discover the pros and cons of direct distribution.	L4	CO4	5 M
	b)	Identify the key intermediaries in service delivery.	L3	CO5	5 M

OR

11.	a)	Classify the strategies for effective service delivery through intermediaries.	L4	CO5	5 M
	b)	What is the significance of physical evidence in services marketing?	L1	CO4	5 M

PART – C

			BL	CO	Max. Marks
12.	Life Insurance: Who Benefits, the Consumer or the Company Mark is a sales representative for a large life insurance company. He has been with the company for about 18 months. Things have been going well, or so he thinks. One concern he has is about the product he sells most. This product is an insurance and savings plan bundled together. It provides protection for premature death, savings that can be used for retirement, or an		L5	CO4 CO3	10 M

emergency fund that can be accessed quickly without hassle. The problem Mark faces is that this insurance product is more expensive to purchase, and for young families it provides the least amount of protection in case of premature death of the breadwinner. Another drawback is the low return on savings, somewhere between 3 percent and 6 percent net. The company pushes sales of this product because it is more profitable. The commission Mark earns is 110 percent of the first year's annual premium, so it is very profitable for him and his family. Mark also has another product that is considerably cheaper, that can provide much greater insurance protection, and at the same time would let the insured invest the difference in another product (i.e., an annuity) that provides a greater return. But the commissions paid by the company are very low, and management frowns on too many of these policies being sold.

Question

The dilemma is, If Mark does what is right for the consumer, he can't provide for his own family; if he sells the more expensive insurance product, then the protection doesn't come anywhere near meeting the needs of the family should the breadwinner die prematurely. What should Mark do? Suggest Mark to handle this dilemma.