

Code: 17E00404

MBA IV Semester Regular & Supplementary Examinations September 2020

SERVICES MARKETING

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

1 Explain the characteristics of services marketing mix with examples. How are services marketing mix different from product marketing mix?

OR

2 (a) Describe the services marketing mix of the mobile phone industry.
(b) What is the impact of creating a wrong marketing mix for an industry?

3 (a) Discuss customer expectations in any one industry of your choice.
(b) Distinguish between customer expectations in a professional course from a non professional course.

OR

4 (a) How are services expectations different from product expectations?
(b) Give example of a service industry with a well designed marketing mix to meet the customer expectations adequately.

5 How is price different from cost? Discuss two correctly priced services in India and mention what was right about their pricing strategy.

OR

6 (a) Distinguish between premium priced and overpriced services with examples.
(b) Give two examples of customer defined service standards.

7 (a) Give two examples of improper communication strategies of services and specify the mistakes in the strategy.
(b) Distinguish between service promotion and service advertisement.

OR

8 Give two examples of good services communication. What is the impact of bad communication on services business?

9 (a) Explain the need to plan out marketing process for services.
(b) List out the elements of a good marketing plan for services

OR

10 (a) Give examples of strategic context of any two services of your choice.
(b) How are marketing plans for services different from products?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

To deal with the COVID related lockdown an NGO wants to start distribution of essential food and survival equipment for migrant labours in your city. You have been given the responsibility of enlisting volunteers, arranging for the food, communicating to the sponsors and keeping the migrant labourers in good health. Draw out the entire marketing plan for the service roll out.

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MBA IV Semester Supplementary Examinations November/December 2019

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SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 How does marketing of cars differ from marketing services for those same vehicles? Explain.
OR
- 2 Discuss the services marketing mix with examples.
- 3 “Customers possess different zones of tolerance”. Do you agree? Justify your answer.
OR
- 4 Explain the various factors that influence the customer expectations.
- 5 Explain briefly the different approaches to pricing services.
OR
- 6 Write the ways in which pricing of services is different from the pricing of goods from a company’s perspective.
- 7 Discuss the communication mix elements available for services.
OR
- 8 What are the strategies for effective service advertisements?
- 9 Detail the marketing planning process for the services.
OR
- 10 Apply the value chain proposed by Michael Porter to any service organisation of your choice.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
“Services tend to be harder for customers to evaluate than goods”. Justify the statement.

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MBA IV Semester Regular Examinations May 2019

SERVICES MARKETING

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Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

1 Explain how marketing of services differ from that of physical goods.

OR

2 What are the characteristics of services? Explain the classification of services in detail.

3 How are expectations formed? Explain.

OR

4 Explain the sources of adequate service expectations with examples.

5 What are different pricing methods in the cost based pricing approach?

OR

6 Demonstrate what value means to customers.

7 Different communication elements have distinctive capabilities relative to the types of messages they can convey and the market segments most likely to be exposed to them. Justify.

OR

8 What are the challenges in service communication and how can they be overcome?

9 How can a company fill the strategic planning gap? Explain with examples.

OR

10 How are resources allocated to strategic business units (SBUs)?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Discuss why the marketing function must be integrated with operations and human resource management in service firms.
