

Code: 21E00401b

MBA IV Semester Regular & Supplementary Examinations May 2024

SERVICES MARKETING
(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION - A

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

- 1 (a) Define services. Explain the factors affecting growth of service sector in India. 5M
(b) Explain in detail the elements of services marketing mix. 5M
OR
- 2 (a) Describe the role of services in the modern economy. 5M
(b) Write a detailed note on classification of services. 5M
- 3 (a) Explain the various types of customer expectations towards a service? 5M
(b) Throw light on customer defined service standards. 5M
OR
- 4 (a) What are the factors that influence customer expectations of service? 5M
(b) What is the difference between desired service and adequate service? Why would a service marketer need to understand both types of service expectation? 5M
- 5 (a) Elucidate various pricing strategies for a service. 5M
(b) Explain the different elements of promotion mix in service Marketing. 5M
OR
- 6 (a) Elaborate the procedure of establishing the monetary pricing objectives. 5M
(b) Discuss in detail the foundations of pricing. 5M
- 7 (a) Explain the term 'word of mouth communication' and discuss its significance for a health service provider. 5M
(b) How important is it for a hotel located at a hill station to use promotions during off-season? Also identify the possible sales promotion schemes it can offer. 5M
OR
- 8 (a) Explain the role of marketing communication in service promotion. 5M
(b) Discuss the various elements of marketing communication mix related to services. 5M
- 9 (a) Describe the various steps in marketing planning process. 5M
(b) Write a note on resource allocation for marketing of services. 5M
OR
- 10 (a) Explain the concept of marketing strategy formulation 5M
(b) Discuss about monetary marketing planning for services. 5M

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SECTION - B

(Compulsory question, 01 X 10 = 10 Marks)

11

Case Study/Problem:

10M

Ms. Manyata was an enterprising Mangalorean girl, was very well known in her close circle for her working skills. People around her were so impressed by her cooking abilities that they encouraged her to start with entering business. Manyata ventured into catering business & started 'Lata catering services'. She used to operate from her home. She started doing good business but did not hire any professional to manage her growing business. The delivery boy, Maid servants were Untidy. The customers started noticing this & suggested her that she needs to improve on her quality.

Questions:

- (i) Explain the importance of People in the above case.
(ii) Give your suggestion to Ms. Manyata to improve the service Quality.

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MBA IV Semester Supplementary Examinations November 2024

SERVICES MARKETING
(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 (a) Define services. Explain the characteristics of services. 5M
(b) Explain in detail the elements of services marketing mix. 5M
OR
- 2 (a) Marketing Services Vs Physical Services. 5M
(b) Write a detailed note on classification of services. 5M
- 3 (a) Explain the issues in customer service expectations. 5M
(b) Throw light on customer defined service standards. 5M
OR
- 4 (a) What are the factors that influence customer expectations of service? 5M
(b) What is the difference between desired service and adequate service? Why would a service marketer need to understand both types of service expectation? 5M
- 5 (a) Elucidate various pricing strategies for a service. 5M
(b) Explain the different elements of promotion mix in service Marketing. 5M
OR
- 6 (a) Elaborate the procedure of establishing the monetary pricing objectives. 5M
(b) Discuss in detail the foundations of pricing. 5M
- 7 (a) Explain the term 'word of mouth communication' and discuss its significance for a health service provider. 5M
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OR
- 8 (a) Explain the role of marketing communication in service promotion. 5M
(b) Discuss the various elements of marketing communication mix related to services. 5M
- 9 (a) Describe the various steps in marketing planning process. 5M
(b) Write a note on resource allocation for marketing of services. 5M
OR
- 10 (a) Explain the concept of marketing strategy formulation. 5M
(b) Discuss about monetary marketing planning for services. 5M

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SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

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Case Study/Problem:

10M

World Gym began operations in 1995 in a large city. The company's objective was to meet the fitness needs of a diverse clientele, from the professional body builder to the overweight person.

World Gym's pricing plan was to have a fitness facility that targeted the common person - a fitness facility that was not on the high end or the low end, but in the middle price range. In the beginning it planned to challenge the price of the top-of-the-line facilities. It offered its services in big spacious centre in a high-traffic area, a part of city that was becoming gentrified. There was little competition in the area. The establishment's large space, with natural light coming in, set it apart from competitors.

The company expected its members to come from other clubs and facilities not only in the immediate neighbourhood, but all around the city. It saw its trade area as the neighbourhoods within an 8-10 minute drive.

The company decided to begin by marketing its product to people who were already working out but wanted something unique. When the company opened its fitness facility, consumers readily accepted it. World Gym membership far exceeded expectations. It now has 3,000 members. As many as 2,000 people come on a given day.

For years World Gym had few serious competitors. In the city, permits are required to open a gym and thus are an obstacle to potential competitors. And the cost of opening a 35,000-square-foot facility is an additional barrier to entry.

Questions:

- (i) Was World Gym's pricing plan appropriate in a market where there was a relatively low supply of services?
(ii) Over time World Gym's membership exceeded expectations. Demand was strong and constant. What impact might this situation have on the company's pricing strategy? On product strategy?
(iii) Suppose the company learns that two new competitors plan to open fitness facilities within a mile of World Gym. How might the increased supply of services affect World Gym's pricing policy?

Code: 17E00404

MBA IV Semester Regular & Supplementary Examinations September/October 2022

SERVICES MARKETING

(For students admitted in 2018, 2019 & 2020 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

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

- 1 (a) "Perishability of services poses management challenges" comment on it. 5M
(b) "Service marketing is an important component of any economy". Comment with respect to the Indian economy. 5M
- OR
- 2 (a) Explain the components and characteristics of services. 5M
(b) Explain the role of the service sector in the Indian economy. 5M
- 3 (a) List out the factors affecting consumer expectations in service marketing. 5M
(b) What are the strategies for matching capacity when demand is high? 5M
- OR
- 4 (a) Elaborate on the methodologies to exceed customer expectations. 5M
(b) Discuss the various strategies for matching demand and supply in services. 5M
- 5 (a) Why application of cost-based pricing is difficult than activity-based costing in services? 5M
(b) Explain various promotional strategies used by the entertainment sector. 5M
- OR
- 6 (a) What is meant by distributed services? How can core and supplementary services be distributed? 5M
(b) What are the considerations involved in the pricing of a service? How can pricing be made effective? 5M
- 7 (a) What are the implications of perishability and variability on the services promotion mix? 5M
(b) "The internet has dramatically changed the way service marketers communicate with their customers". Comment. 5M
- OR
- 8 (a) The marketing mix is also applied to the service sector as it is applied to the goods sector. Explain. 5M
(b) What are the extended 3Ps of the service marketing mix? 5M
- 9 (a) Describe the strategies for enhancing customer participation. 5M
(b) Explain in detail how the services cape of a firm should be designed. 5M
- OR
- 10 (a) Discuss the importance of non-monetary costs in pricing decisions for services taking the example of health services. 5M
(b) How important is it for a hotel located at a hill station to use promotions during the off-season? 5M

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Code: 17E00404

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11

Case Study/Problem:

10M

Premier Courier Ltd. (PCL) 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 PCL 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".

PCL 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 PCL is part of the distribution center for a very large computer firm. In other organizations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers' problems.

Questions:

- (a) What is PCL's product? What are the tangible and intangible elements of this service product?
(b) What are the elements of service quality for a delivery service like PCL?
(c) In what way does technology influence PCL's service quality?
