

2017

**Management Studies**

**PAPER : 3.5(B)**

**Services Marketing**

FULL MARKS:70

Time :3 hours

*{ The figures in the margin indicate full marks for the question. }*

**A. Answer briefly any five from the following:**

2x5=10

1. What is the importance of service in an organisation?
2. What is a service vision?
3. What is a service management trinity?
4. What is a demand shift?
5. What is recovery management?
6. What is service test marketing?

**B. Answer any five:**

4x5=20

1. Discuss the tangibility factors of services.
2. What are the different perceived risks involved in all customer purchase decisions?
3. What are the objectives of service pricing?
4. How to monitor service quality?
5. What are the four R's of rewarding customer relations? Explain.
6. Discuss the broad approach of Reservation System.

**C. Answer any five:**

8x5=40

1. What are the main differences between products and services? How can service be beneficial in a product organisation? 4+4
2. What are the processes of a new service development?
3. What are the marketing challenges in service businesses?
4. Mr. Thomas is planning to open a courier service firm by next year. How should he design the marketing plan of his upcoming service firm?
5. Suggest any eight different types of advertising for a service firm.
6. What is a service package? Discuss the various packages of travel agent companies. 2+6

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