

2018
MBA
MBA 3.5 (B)
SERVICE MARKETING

Full Marks :70

Time : 3 Hours

(The figures in the margin indicate full marks for the questions)

Section - A

Answer the following questions(any 5)

2x5=10

1. What is service marketing?
2. What do you mean by service strategy?
3. What is relationship marketing ?
4. What do you mean by demand - supply management?
5. What is the meaning of packaging of services?
6. What is recovery management?

Section - B

Answer the following questions (any 5) :

5x4=20

1. What are the marketing challenges in service business?
2. Discuss the various issues in service marketing.
3. Explain the pricing in service marketing.
4. Explain the concept of advertising with reference to service business.
5. Discuss the various scope of service business in India.
6. Discuss the role of financial institution in service industry.

Section - C

Answer all the questions:

3x8=24

Write short notes on

1. Framework for service business
2. Quality issues in service industry
3. Contribution of service sector in Indian Economy

P.T.O.

(2)

Section D

Compulsory questions:

(Total Marks 16)

1. Tata sky is a DTH (direct to home) subscription-based business.

The company says it is no longer focused on volumes alone; it wants to focus also on the quality of customers and maximise revenues from them.

"You have to have a healthy relationship with the subscriber, where he should place adequate value to what you offer and he should be willing to pay you," says VikramKaushik(CEO Tata Sky).

Answer the following questions :

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- (a) What do you mean by healthy relationship in the above statement and why it is important in service business? 4
- (b) How do you describe "quality customer " in your own words? 4

2. Smart, connected products will allow marketers to form new kinds of marketing relationships, while also gathering new data and insights on customer preferences and behavior. Leveraged strategically, connected products will enable more personalization of marketing messages, better product storytelling, and a more inspired, immersive customer experience.

In the above statement

- (a) Describe in your own words the personalization of marketing messages and better storytelling in service marketing? 8
