

Reg. No. :

Code No. : 7483

Sub. Code : C 3 AA

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2011.

Third Semester

Business Administration

Elective — SERVICES MARKETING

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Define / Explain the following :

1. Service Management.
2. Signposting.
3. Promotional mix.
4. Expectation hierarchy.
5. Capacity Planning.
6. Product retention index.

7. Customer satisfaction.
8. Service gaps.
9. Financial Services.
10. Green Marketing.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) What is the significance of service marketing? Discuss.

Or

- (b) Can service Activities be considered as belonging to a system? Substantiate.

12. (a) What are the elements of customer service?

Or

- (b) How can prices be fixed for services?

13. (a) How are customer relationship maintained?

Or

- (b) Explains some strategies for matching supply of demand and services.

14. (a) How are feedback and measurement system designed?

Or

- (b) Why are desired expectations more stable than adequate service expectations?

15. (a) Evaluate the techniques available to market health services.

Or

- (b) Correlate consumerism and hospital services.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) What trends do you visualise for services in the new millennium? Give examples.

Or

- (b) How are services classified? Elaborate.

17. (a) Devise a customer service campaign plan for any service of your choice.

Or

- (b) Discuss in detail seven P's in marketing.

18. (a) List some methods that can be followed to reduce the psychological impact of waiting.

Or

- (b) Describe the role of customer in service delivery.

19. (a) What are the various approaches for understanding services cape effects?

Or

- (b) Elucidate the programs for organisational quality improvement.

20. (a) Explain the features of tourism products.

Or

- (b) Discuss the ways in which a fast-food restaurant can increase the level of participation among its staff.