

(6 pages)

Reg. No. :

Code No. : 8943

Sub. Code : HBAE 11

M.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2014.

First Semester

Business Administration

Elective — SERVICES MARKETING

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions

Choose the correct answer :

1. The _____ consists of the factors and forces outside marketing that effects marketing management's ability to develop and maintain successful relationships with its target customers.
- (a) Marketing organization
 - (b) Marketing system
 - (c) Marketing network
 - (d) Marketing environment

2. All of the following would be considered to be a part of a company's macro environment EXCEPT:
- (a) Demographic forces
 - (b) Marketing channel forces
 - (c) Technological forces
 - (d) Natural forces
3. _____ management sets the company's mission, objectives, broad strategies, and policies.
- (a) Top
 - (b) Mid-level
 - (c) Marketing
 - (d) Tactical
4. _____ are an important link in the company's overall "value delivery system" since they provide the resources needed by the company to produce its goods and services.
- (a) Marketing intermediaries
 - (b) Competitor networks
 - (c) Suppliers
 - (d) Service representatives
5. Firms that help the company to stock and move goods from their points of origin to their destinations are called:
- (a) Financial intermediaries
 - (b) Physical distribution firms
 - (c) Suppliers
 - (d) Marketing services agencies

Page 2

Code No. : 8943



6. All of the following are considered to be a type of customer market EXCEPT.

- (a) Business market
- (b) Competitor market
- (c) Government market
- (d) Reseller market

7. If your company were to make a product, such as a suit of clothes, and sell that product to a retailer, your company would have sold to the _____ market.

- (a) Reseller (b) Business
- (c) Government (d) Service

8. A _____ is any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives.

- (a) Competitive set
- (b) Marketing intermediary
- (c) Supplier
- (d) Public

9. _____ beliefs and values are open to some degree of change.

- (a) Crucial (b) Core
- (c) Primary (d) Secondary

10. Which of the following is not an element of physical evidence?

- (a) Employee dress
- (b) Employee Training
- (c) Equipment
- (d) Facility Design.

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define service marketing mix element.

Or

(b) What are the factors involved in physical evidence?



12. (a) What are the challenges involved in service marketing?

Or

- (b) State the scope of service Gap.

13. (a) How will you find the demand capacity in managing the services?

Or

- (b) Explain the salient features managing queues.

14. (a) State the significance of the service recovery.

Or

- (b) Explain the stages of service process in service quality.

15. (a) Define the element of financial services.

Or

- (b) Give the benefits of public utility services.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should exceed 600 words.

16. (a) Describe the process of communication mix used in service marketing.

Or

- (b) Explain the scope of service sector and its growth level in Indian economy.

17. (a) Explain the classification of services and how its impact the world economics.

Or

- (b) Differentiate the analysis of product and pricing designing in service marketing.

18. (a) What are the measure are involved in building customer relationships in services?

Or

- (b) Explain service recovery with suitable examples.

19. (a) Evaluate the techniques to closing the gaps in service.

Or

- (b) What the merits and demerits are involved in tourism?

20. (a) Explain educational services and its importance of service marketing.

Or

- (b) Describe the health and hospitality used in service marketing.

