

[31009]
SPECIAL DRIVE-DEC./JAN.-2023
M.B.A. DEGREE EXAMINATIONS
THIRD SEMESTER
SPECIALIZATION: MARKETING MANAGEMENT
Paper - IX : SERVICES MARKETING
(2016-17 and 2017-18 Admitted Batches)

Time : 3 Hours

SECTION - A

Maximum Marks: 75

I. Answer any FIVE questions not exceeding one page each. (5×4=20)

1. Scope of Service Marketing.
2. What is Services Positioning?
3. GAP model of Service Quality.
4. Explain the types of service guarantee in service marketing.
5. Service Marketing Mix.
6. Explain effective pricing strategies for financial services.
7. Importance of Internationalization of services.
8. Explain the various types of Market Leadership Strategies.

SECTION - B

II. Answer ALL questions not exceeding 4 pages each. (5×8=40)

1. a) What is service delivery? And explain the factors effecting service quality design and layout.

(OR)

b) How is healthcare marketing different from traditional marketing? How to market healthcare services?
2. a) What is Market Segmentation? Elaborate the process for market segmentation.

(OR)

b) Briefly explain the major categories of factors influencing tourism demand.
3. a) What is service quality audit? Enumerate the process of delivering quality services.

(OR)

b) Elucidate the requirements for successful implementation of service quality program.
4. a) What is Internal Marketing? State the benefits of internal marketing from the point of view of organizations.

(OR)

b) Explain the factors influencing the service distribution of an organization with suitable examples.

5. a) What is Interactive Marketing? Mention the types of services encounter.
(OR)
b) Distinguish between personal and impersonal communications in service marketing.

SECTION - C

III. CASE STUDY (Compulsory):

(1×15=15)

Services are definitely performances rather than manufactured products. Product quality can be normally verified in the factory by probing whether the final product conforms to design specifications, whereas the solitary meaningful way to judge serviced quality is to examine the extent to which the delivered performance meets the customers' expectations. In other words the true standard for assessing service quality is the performance that the customers believe a brilliant organization can and should deliver. As a result, the fundamentals for improving service quality are gaining a good understanding of customers' service expectations, as well as variations in those expectations across different customer segments. Rather than merely conforming to Company defined specifications, delivering superior service quality time and again is much more a matter of meeting and exceeding customers' expectations. One of the biggest shortcomings of service companies is a failure to recognize perfectly regarding customers important requirements.

Based on their assumptions about what is important to customers the service companies are frequently shifting enough to institute so-called service improvements. To "manage" customers' expectations by making sensible rather than inflated promises and by proactively enlightening customers about the roles and tasks in obtaining service is another vital factor for improving service quality. The doctrines and approaches that are similar to those pertaining to new-product development can be used to design and test new services even though services are intangible. 'For example, service blueprinting is a technique than can use to map an existing service process-by fundamentally mapping the different service steps and their interrelationships and to recognize opportunities for reformation and/or creating fresh versions of the current service process.

In addition, prototypes of new ways of delivering their services can be developed and systematically evaluated by the service companies. For the case in point, the innovation and Development team in Bank of America has the charge of developing and trying different bank-branch formats consisting it diverse combinations of technology- and human-based process. New bank branch prototypes are first evaluated, and if necessary refined by bank employees; they are then subjected to live tests with actual customers in several locations in Atlanta, Gorgia. The most promising ones are identified for a market-wide roll out as soon as the new formats are thoroughly evaluated in terms of customer reactions as well as financial metrics. Citibank, which pioneered the introduction of automated teller machines, is another example of a service company that uses systematic and rigorous consumer research to evaluate new service-delivery systems.

Questions:

1. Mention the core factors that have influenced the service quality in banks.
2. What are the various factors that drive innovations in products and services?