

[31009]

M.B.A DEGREE EXAMINATIONS

THIRD SEMESTER

SPECIALIZATION: MARKETING MANAGEMENT

Paper - IX : SERVICES MARKETING

(W.E.F. 2016-17 Admitted Batch)

Time : 3 Hours

Maximum : 75 Marks

SECTION - A

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

- 1) Characteristics of Services.
- 2) Services Positioning.
- 3) GAP model of Service Quality.
- 4) Internal Marketing.
- 5) Interactive Marketing.
- 6) Pricing of Services
- 7) Service Deficiencies.
- 8) Total Quality services marketing.

SECTION - B

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

1. a) Critically examine the role of Services in Indian Economy.

(OR)

- b) Discuss the importance of Services in Indian Economy.

2. a) Do you support the concept of Study of Consumer Behaviour in Services? Give reasons.

(OR)

- b) What issues are involved in Designing Service Product?

3. a) Briefly write about pricing strategies linked to value perceptions.

(OR)

- b) What is Service quality Audit? What are its objectives?

4. a) Out line the problems involved in Service Distribution.

(OR)

- b) What do you understand by managing Physical Evidence? Explain with examples.

5. a) Examine the need and importance of word of Mouth Communication.

(OR)

- b) Describe briefly about consumer Grievance Recovery strategies.

SECTION - C

III. Case Study (Compulsory)

(1×15=15)

Slimming and fitness market is facing increasing competition. Many companies are offering different kinds of weight loss programs. However, being a market leader in this market and as one claiming to offer a healthier and effective way of weight loss, a cost based or market oriented pricing will not be the right option, as that may not help in differentiating services from competition. Instead, VLCC, needs to go in for value pricing strategy, which will enable to price its services according to the perceived value that it provides to the customer. More over, it can adopt either satisfaction pricing or relationship pricing strategies which will be more appropriate in enhancing brand image. These strategies will help the company quantify the monetary and nonmonetary value that its services provided to the customer.

Question:

- a) Explain the strategies adopted by VLCC to capture fitness market.
- b) What are the pricing strategies adopted by VLCC
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