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14MBAMM303

Third Semester MBA Degree Examination, June/July 2016
Services Marketing

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What do you understand by zone of tolerance? (03 Marks)
- 2 Define Services. (03 Marks)
- 3 What do you mean by Penetration Pricing? (03 Marks)
- 4 Explain the concept of Mystery shopping. (03 Marks)
- 5 What are the hard and soft standards? (03 Marks)
- 6 Give any three key reasons for GAP – 4 involving communication. (03 Marks)
- 7 Who are known as “Boundary Spanners”? Why? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Distinguish between goods and services in marketing. (07 Marks)
- 2 Explain the different levels of relationship strategies. (07 Marks)
- 3 What are the strategies for enhancing customer participation? (07 Marks)
- 4 Explain five dimensions of service quality. (07 Marks)
- 5 Explain the criteria for an effective service research program. (07 Marks)
- 6 Explain the different types of service scopes. (07 Marks)
- 7 Discuss the various approaches used in pricing of services. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the expanded marketing mix of services. (10 Marks)
- 2 What are the strategies for effective delivery through Intermediaries? Explain. (10 Marks)
- 3 Discuss the process for setting customer defined service standards. (10 Marks)
- 4 What are the key factors that influence customer expectation of services? (10 Marks)

- 5 Discuss the strategies for Closing Provider Gap – 3. (10 Marks)
- 6 Explain steps used in building a service blue print. (10 Marks)
- 7 Discuss the benefits and challenges for companies in electronic distribution of services. (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

CLUB MED

The Indian marketing context is being exposed to a host of products and service categories which have never been marketed in the last several decades. Holiday packages are being introduced by a number of travel service companies. CLUB MED, the French holiday services firm which markets holiday packages in several countries entered India and sold around 700 holiday packages in 1995. A night's stay at a CLUB MED village in any of its ten resorts in Asia would cost between Rs 4200 and Rs 4550 to the holidayer. It has resorts in Malaysia, Thailand Mauritius, Indonesia and the Maldives. The proposition is fun – oriented holidays. Direct mailers, selling the packages to corporate (who could reward their employees) and promotional tie – ups with diners and annexe were some of the strategies tried out by the company. Advertising conveyed the holidays having fun in exotic locales, worldwide , CLUB MED has a high degree of loyalty with 75% of the holidayers making a repeat buy. CLUB MED seems to have withdrawn from the Indian context.

Answer the following Questions :

1. Explain the need for Holiday packages in India. (05 Marks)
2. Explain the holiday package services strategies required for the Indian market. (05 Marks)
3. Comment on the strategies of CLUB MED. (05 Marks)
4. What marketing strategies would you recommend for creating a market in this context? (05 Marks)
