



Printed Pages : 3

MBAMK01(N)

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7123

Roll No.

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M.B.A

(SEM III) ODD SEMESTER THEORY EXAMINATION 2009-10 MARKETING OF SERVICES

Time : 3 Hours]

[Total Marks : 100

- Note :**
- (1) Attempt all questions.
 - (2) All questions carry equal marks.
 - (3) Be precise in your answer.
 - (4) No second answer book will be provided.

1 Attempt any four parts of the following : **5×4=20**

- (a) "Service economy is a cultural construct."
Elaborate.
- (b) What is service quality and why is service quality difficult to evaluate or measure ?
- (c) How is the service package developed to be an augmented service offering ?
- (d) Why has a need for internal marketing emerged in service firms ?
- (e) What are the various approaches to services target market selection ?
- (f) What is a brand ? What is the difference between brand image and brand identity ?



2 Attempt any two of the following : $10 \times 2 = 20$

- (a) Both buyers and sellers seek relationships. Elaborate.
- (b) What different roles do customers perform in service processes ?
- (c) What is the role of promotions in marketing of services ?
- (d) What kind of pricing strategies are being used by :
 - (i) Cell-phone
 - (ii) Retailers.

3 Attempt any two of the following : $10 \times 2 = 20$

- (a) "Globalisation of services is quite different from that of goods." Discuss and elaborate.
- (b) What is the importance of customers in service marketing ?
- (c) Why should the service marketers concern themselves with new developments in technology ? Discuss.

4 Answer any two of the following : $10 \times 2 = 20$

- (a) Discuss the marketing mix strategies related with insurance sector. Explain with suitable examples.
- (b) "Inseparability of financial services poses a number of challenges for marketers." Elaborate.

(c) "Internationalisation of services has new challenges for service providers." Discuss.

5 Write short notes on any two of the following : $10 \times 2 = 20$

- (a) Future of telemarketing for promoting the banking business in India.
- (b) What are the challenges to globalisation of service ?
- (c) What are the customer's expectation related to the Home loan services ?