
Fourth Semester

Marketing Management

DBA 7064 — SERVICES MARKETING

(Regulations 2013)

Time: Three hours

Maximum: 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain the nature of services.
2. What are the unique characteristics of services?
3. Give an example of expanded marketing mix.
4. What is market segmentation?
5. Outline the need of new service development.
6. What is meant by SERVQUAL?
7. Explain the need for positioning of services.
8. What is services channel?
9. Write briefly about service strategies for health.
10. Explain the need of logistics services.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the evolution and growth of service sector in India.

Or

(b) Explain the nature and scope of services.
12. (a) Discuss the service marketing opportunities in hospitality and tourism sector.

Or

(b) Explain service market segmentation, targeting and positioning with a suitable example.

13. (a) (i) Explain service life cycle.
      (ii) What is service blue printing?

Or

(b) (i) Explain GAP model of service quality.
      (ii) Discuss the need for measuring service quality.

14. (a) Why most of the corporate prefer integrated service marketing communication? Discuss.

Or

(b) How does the corporate are designing service delivery system? Explain with suitable case.

15. (a) Discuss how the service strategies vary sectorwise? Why there is variation?

Or

(b) Explain the service strategies for financial and entertainment sector.

PART C — (1 × 15 = 15 marks)

16. (a) Discuss the major issues and challenges of service marketing in India.

Or

(b) Explain various methods for Pricing of services.

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DBA 7064 — SERVICES MARKETING
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Time: Three hours

Maximum: 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define — Services marketing.
2. What is service economy?
3. Define marketing mix.
4. What are the classifications of services?
5. Draw — service life cycle.
6. Explain — SERVQUAL.
7. How you deliver the services?
8. Write short notes on integrated services marketing.
10. Give an real time example of successful service marketing strategy adopted by any educational institution.

PART B — (5 × 16 = 80 marks)

11. (a) How would you evaluate the growth of service sector marketing vs. goods marketing?

Or

(b) Services sector marketing faces vast reality problems — justify your answer with examples.
12. (a) How would you classify the services and explain about any two of them?

Or

(b) Develop a new service concept with the segmentation, targeting and positioning process elements.

13. (a) Give an essay about GAP model.

Or

(b) Develop the service tile cycle for the imaginary example with your own idea.

14. (a) What are the roles of service channels in delivering the services to the consumer?

Or

(b) Illustrate – Marketing triangle in services marketing.

15. (a) Tourism plays an important role in nations economy. What strategies would you suggest for the growth of tourism service marketing?

Or

(b) Give short notes on the better services strategies for the following areas
(i) Hospital
(ii) Financial institution
(iii) Public utility services.
Question Paper Code: S1167

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016

Fourth Semester

Marketing Management

DBA 7064 — SERVICES MARKETING

(Regulations 2013)

Time: Three hours

Maximum: 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define service economy.
2. What are the unique characteristics of services?
3. Explain trends in services.
4. What are the challenges of service targeting?
5. What is meant by service blue printing?
6. Explain the importance of service quality marketing development.
7. What is meant by service marketing triangle?
8. What is the importance of positioning in services?
10. What is meant by service strategies?

PART B — (5 × 16 = 80 marks)

11. (a) Explain about challenges and issues in services marketing in India.

Or

(b) Write about evolution and growth of service sector in India.
12. (a) What is meant by marketing segmentation? How do we segment for services? What are various factors influencing it?

Or

(b) What is meant by service marketing? How do we classify the services?

13. (a) How do we measure service quality? What is role of SERVQUAL in it?

Or

(b) What are various steps in service life cycle? Explain by taking any example.

14. (a) What is meant by integrated service marketing communication? Explain its advantages.

Or

(b) How do we price services? What are various methods used in it?

15. (a) Explain about service marketing strategies for tourism industry in India.

Or

(b) Write about public utility information technique services.
M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Fourth Semester

Marketing Management

DBA 7064 – SERVICES MARKETING

(Regulations 2013)

Time: Three hours

Maximum: 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Services Marketing Vs Goods Marketing.
2. What is Inseparability of services?
3. Relation between customer satisfaction and customer loyalty.
4. Explain the 7 P’s of services marketing.
5. Define Positioning Map.
6. What are the Steps in new service development?
7. Explain about Services Marketing Triangle.
8. What is the Significance of Internal Marketing?

PART B — (5 × 16 = 80 marks)

11. (a) What role does customer play in managing the quality of services? Explain with examples.

Or

(b) What is service Characteristics? Explain the challenges of the service characteristics in services marketing.
12. (a) Discuss the role of positioning in marketing strategy.

Or

(b) What are the different elements of services marketing mix? Discuss the steps involved in developing a new services concept and package.

13. (a) Explain services product life cycle.

Or

(b) Explain in detail the GAP Model of service quality.

14. (a) Explain the challenges in service communications and how can they be overcome.

Or

(b) Does the selection of location for a service outlet an important decision? What considerations influence site selection?

15. (a) What is Internal Marketing? Develop a step-by-step procedure for instituting internal marketing for the health department of your state.

Or

(b) Discuss the components of the hotel product, pricing strategies, distribution and marketing communication strategies in detail.