



MB 117 B (R)

Third Semester M.B.A. Examination, July 2010
Elective – B : Marketing (Repeater)
Course 17 B : MARKETING OF SERVICES

Time : 3 Hours

Max. Marks : 75

SECTION – A

1 Answer **any five** questions. **Each** question carries **two** marks. **(5×2=10)**

- a) What is Services Marketing ?
- b) What are extended marketing mix elements in services ?
- c) State the methods of pricing the services.
- d) What is Service positioning ?
- e) What is Service franchising.
- f) What is Service gap ?
- g) What is retention strategy ?

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks. **(4×5=20)**

- 2. What are IT enabled services ? Give few examples.
- 3. What is relationship marketing ? How is it important in services ?
- 4. What are the differences between product and a service marketing ?
- 5. What are the components of service promotion mix ?
- 6. Explain the elements of a tourism product.
- 7. Explain the reasons for service failure.

P.T.O.



SECTION — C

Answer **any three** questions. **Each** question carries **ten** marks. **(3×10=30)**

8. Explain the role of CRM in delivering a customer relationship strategy.
9. Discuss the major players in marketing financial services.
10. Explain the various types of hospitality products marketed in India.
11. Differentiate between marketing of FMCG goods and Life Insurance products.
12. Explain the role of service industry in economic development of a nation

SECTION – D

Compulsory

13. Case : **15**

Assume that you are an entrepreneur interested to develop an insurance product. Give a detailed marketing mix plan of your insurance products. What innovative schemes would you suggest to capture a substantial market share ?
