

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

PAPER ID : 7123

Roll No.

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**MBA**

(SEM. III) ODD SEMESTER THEORY  
EXAMINATION 2012-13

**MARKETING OF SERVICES**

*Time : 3 Hours*

*Total Marks : 100*

**Note :-** (1) Attempt **all** questions.

(2) The figure on the right indicates the marks.

1. Attempt any **two** parts of the following : **(10×2=20)**
  - (a) Importance of services marketing in the present age.
  - (b) Difference between Product Marketing and Service Marketing.
  - (c) Paradigms in Services Marketing.
  - (d) Classification of Services.
  
2. Attempt any **two** parts of the following : **(10×2=20)**
  - (a) Describe some tools and techniques for targeting and positioning of services. Illustrate your answer by giving an example.
  - (b) Outline the procedure for formulating the services promotion and services distribution strategies of a firm by taking examples of some services.

(c) What are different steps involved in new service development process ? Explain with the help of examples known to you from service industry.

(d) Briefly describe the elements of the augmented marketing mix. How it is helpful in creating service differentiation ?

3. Attempt any **two** parts of the following : **(10×2=20)**

(a) What role does communication play in services marketing ? Explain how developing a communication strategy for intangible services differs from advertising and promotion of the physical goods ?

(b) What are the special features of the marketing of financial services ? Explain how these services can be properly segmented and targeted as per the expectation of the customer.

(c) What consideration is associated with designing of the service delivery ? How are decisions related to time and place of delivery are taken for different category of services ? Explain with suitable examples.

4. Attempt any **two** parts of the following : **(10×2=20)**

(a) Enumerate the recent trends in the international marketing of services. Do you agree with this view that the emerging trend towards global liberalization in India has drastically altered the business environment for domestic business firms dealing in the intangible products ?

(b) What are the key motivators for the services firms to enter the international markets ? Identify the service firms in India, where these motivators are available.

- (c) "As a credit card issuing bank, you have reached saturation for the last few years. You want new accounts to grow at a healthy pace." Draw up a comprehensive plan to achieve this objective.

5. Attempt any two parts of the following : (10×2=20)

- (a) Explain the GAP model of service quality.  
(b) Explain the role of technology in service marketing.  
(c) Discuss the various pricing strategies for services.