

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

**Term-End Examination
December, 2013**

MCNE-002 : SERVICES MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. What is so distinctive about services marketing that it requires a special approach, set of concepts and body of knowledge ? 20
2. Taking the example of business hotel, differentiate between core, facilitating and support services. Would your answer differ for an economy tourist hotel ? Explain. 20
3. (a) Discuss the factors affecting customer loyalty. 10
(b) Describe the different types of customer loyalty. How does it differ from 'brand loyalty' ? 10
4. Discuss the importance of non-monetary costs in pricing decisions for services by taking the example of a financial service like home loans. 20
5. What are the benefits to a service organization in retaining its customer ? Discuss with the help of examples. 20

6. Discuss the scope and importance of retailing to an organisation. How does retailing contribute to economic growth of a country ? 20
7. Explain the various modern retail formats available giving suitable examples. Which one of these would you prefer for retailing electronic goods and why ? 20
8. Write short notes on **any two** of the following : 20
- (a) Zone of Tolerance
 - (b) Blue Printing Process
 - (c) Conflict Management
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