

00960

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

June, 2013

MCNE-002 : SERVICES MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by the term 'Service' ? 20
Briefly describe the services - classification schemes, giving suitable examples.
2. Discuss the various methods of measuring service quality with appropriate examples. 20
3. (a) Distinguish between service focus and market focus strategies. 10
(b) Explain the concept of service focus strategies by giving suitable examples. 10
4. Discuss the four scenarios of demand conditions faced by service organizations. Give the challenges for the management under each scenario, taking the example of professional cricket tournaments organised by IPL. 20

5. Explain why it is important for service organisations to match demand and capacity ? What are the implications of a mismatch between the two ? 20
6. What is Relationship Marketing ? How is it different from Transactional Marketing ? Take a retail outlet of your choice, suggest ways to establish customer loyalty. 20
7. Discuss the various pricing objectives considered by a retailer. Which of these objectives cannot be over looked ? 20
8. Write short notes on **any two** of the following : 20
- (a) Designing Recovery Systems
 - (b) Communication Mix
 - (c) Internet Retailing
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