

MMPM-005

MASTER OF BUSINESS ADMINISTRATION (MBAOL) MARKETING OF SERVICES

Duration : 3 Hours Maximum Marks: 100 (70% weightage)

Section A

Answer any Five questions. All questions carry 4 marks each.

1. Explain the reasons for the growth of service industries.
2. Explain the concept of Service Positioning.
3. Explain the concept of price bundling.
4. What do you mean by "Cycle of Failure"?
5. Explain the term "Yield Management".
6. What are some of the challenges in service communications?
7. Explain the role of peripheral evidence in service delivery.

Section B

Answer any Five questions. All questions carry 10 marks each.

8. Why do consumers of services perceive higher levels of risk associated with their purchases? Discuss with an example.
9. Differentiate between agents and brokers. Suggest marketing situations where such members of intermediaries are important.
10. What are the four modes of service delivery for international trade? Explain by giving example.
11. Differentiate between high-contact, medium-contact, and low-contact services. How are people's roles different in these services?
12. Why do customers switch service providers? Can you do anything as a marketer to prevent customers from switching?
13. Describe the basic human resource strategies that are important to create customer-focused firm.
14. Do you think that physical evidence really matters in the marketing of services? Discuss with the help of example.

Section C

Answer any Two questions. All questions carry 15 marks each.

15. What are the basic differences between the pricing of goods and the pricing of services? Does the nature of services influence their pricing? Discuss.
16. Briefly describe the gaps model of service quality and explain the significance of the five gaps that the model identifies.
17. Consider a service firm you are familiar with. Describe the importance of service recovery to the firm and develop a service recovery strategy for it.