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MMPM-005

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

June, 2024

MMPM-005 : MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **three** questions from Section A.

(ii) Section B is compulsory.

Section–A

1. What are the characteristics of Services ? How do services differ from products ? What are the challenges involved in marketing for services ?

25

2. (a) Explain the consumer decision making process for services with suitable examples.

15

P. T. O.

- (b) What are the moments of truth in services marketing ? Discuss. 10
3. Suppose you are a Public Relations Officer of prestigious management institutions/ educational Institute. What guidelines would you follow for developing an advertising campaign ? 25
4. What are the gaps arising out of service delivery process ? How would you improve these gaps in context with an e-Commerce portal ? 25
5. Write short notes on any *three* of the following : 25
- (a) Positioning strategies for services
 - (b) Franchising
 - (c) Customer Relationship Management (CRM)
 - (d) Pricing methods/strategies for services
 - (e) Pricing of services

Section—B

6. Case Study :
- CASE 2 Four Customers in Search of Solutions**
- Four telephone subscribers from Kanpur call their telephone company to complain about a

variety of problems. How should the company respond in ca instance?

Among many customers of telephone services in Kanpur, four individuals are living in Swarup Nagar, a middle-class suburb of the city. Each of them has a telephone-related problem and decides to call the company about it.

Sachin Awasthi

Sachin Awasthi grumbles constantly about the amount of his home telephone bill (which is, in fact, at the top 2 percent of all household phone bills in Kanpur). There were many calls to the countries in Southeast Asia on the weekday mornings, calls almost daily to Delhi around mid-day and calls to Mumbai and Chennai, thereafter. One day, he receives a telephone bill which is even larger than usual. On reviewing the bill, he is convinced that he has been overcharged, so he calls the phone company to complain and request an adjustment.

Mariam Narohna

Mariam Narohna has missed several important calls recently because the caller received a busy signal. She phones the customer service department to find any possible solution for this problem. Narohna's telephone bill is at the median level for a household subscriber. (The median is the point at which 50 percent of all bills are higher and 50 percent are lower.) Most of the calls from her house were local, but there were occasional international calls to New York or to other cities of the United States as well. She did not subscribe to any value-added services.

Seetha Agrawal

During the past several weeks, Seetha Agrawal has been distressed to receive a series of hoax telephone calls. It sounds like the same person each time. She calls the telephone company to

see if they can put a stop to this harassment. Her phone bill is at the bottom 10 percent of all household subscriber bills, and almost all the calls made were local only.

Raghunath Sengupta

For more than a week, the phone line of his house has been making strange humming and crackling noises, are making it difficult to hear what the other person speaks. After hearing comments on these distracting noises from two of his friends, he calls to report the problem. His guess is that it is being caused by the answering machine, which is fairly old and even sometimes loses messages even. Sengupta's phone bill is at the 75th percentile for a household subscriber. Most of the calls were made to many locations within India, usually in the evenings and over the weekends, though there were few calls to London too.

Questions :

- (i) Strictly based on the information available in the case, how many possibilities do you see to segment the telecommunications market ?

- (ii) As a customer service representative how would you address each of the problems and complaints that are reported ?

- (iii) As a marketing manager, do you see any marketing opportunities for the telephone company in these complaints ?