

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2010**

03753

**MS-65 : MARKETING OF SERVICES**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

**Note :**

- (i) *Attempt any three questions from Section - A.*
- (ii) *Section - B is compulsory.*
- (iii) *All questions carry equal marks.*

**SECTION - A**

1. (a) 'Growth in services is at the expense of manufacturing sector of the economy'. Do you agree with the statement ? Justify your answer giving suitable examples.
- (b) Why do consumers of services perceive higher levels of risks associated with their purchases ? Discuss with the help of examples.
2. (a) Why is pricing for health services different from pricing for goods ? Explain.

- (b) Select a service organization for which you believe physical evidence is particularly important in communicating with and satisfying customers. Prepare the text of a presentation you would give to the manager of that organization to convince him of the importance of physical evidence in the organization's marketing strategy.
3. (a) Explain the significance of determining the demand patterns for a service organization. Selecting a service organization of your choice describe its demand patterns and their underlying causes.
- (b) Suggest some consumer sales promotion schemes which can be used by a business hotel to manage its demand.
4. Write short notes on any three of the following:
- (a) Promotional strategies for educational services
- (b) Branding of financial products
- (c) Importance of customer retentives
- (d) Internal Marketing
- (e) Reasons for growth of the service sector

## SECTION - B

5. Study the case given below and answer the questions given at the end.

### Three Customers In Search of Solutions

Among the many residential customers of a telephone company are three individuals living in a middle class suburb of Mumbai. Each of them has a telephone related problem and decides to call the company about it

#### Customer 'A'

'A' grumbles constantly about the amount of his home telephone bill, which is, in fact, in the top two percent of all residential phone bills in Mumbai. He makes many calls to the United States and Canada on weekday early in the mornings, almost daily calls to Singapore around mid-day and calls to U.K. on most weekends. One day, 'A' receives a telephone bill, which is even higher than usual. On reviewing the bill, he is convinced that he has been overcharged, so he calls the telephone company's customer service department to complain and request an adjustment .

#### Customer 'B'

'B' has missed several important calls recently because her line was busy. Her two teenage children surf the Internet for several hours almost everyday. She phones the telephone company to

determine possible solution to this problem. B's telephone bill is at the median level for a household subscriber. Most of the calls from her house are local, but there are some calls to Delhi and Hyderabad and occasional international calls to Singapore and Australia. She does not subscribe to any value-added services

### **Customer 'C'**

During the past several weeks, 'C' has been distressed to receive a series of obscene 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 in the bottom ten percent of all household subscriber bills and virtually all her calls are local.

### **Questions :**

- (a) Based on the information in the case, how many possibilities do you see to segment the residential telephone market ?
  - (b) As a customer service representative at the telephone company, how would you address each of the problems and complaints reported ?
  - (c) Suggest the service quality parameters which can be used by a telephone company for its basic telecom services ?
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