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MBA-MK-1

Printed Pages : 3

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 7036**

Roll No.

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**M.B.A.**

**(SEM. III) EXAMINATION, 2008-09**  
**MARKETING OF SERVICES**

*Time : 3 Hours]*

*[Total Marks : 100*

- Note :**
- (1) *Attempt all questions.*
  - (2) *All questions carry equal marks.*
  - (3) *Be precise in your answer.*
  - (4) *No second answer book will be provided.*

**1** Answer any **four** parts of the following: **5×4=20**

- (a) Define services and distinguish them from products.
- (b) What are the major characteristics of services?
- (c) What are the bases for service classification? Give examples of services for different bases.
- (d) What are service expectations? Briefly describe their types.
- (e) Define tolerance zones. Do marketers always prefer their customers to have wider tolerance zones for a service ? Why or why not?
- (f) Write a brief note on service targeting.





2 Attempt any **four** parts of the following: **5×4=20**

- (a) Describe service product range, its width, and depth. Give examples.
- (b) Suggest three services for which the location of the service organization is not important. Give reasons in support of your answer.
- (c) Why is pricing of services difficult? Why is cost-based pricing particularly problematic in service industries?
- (d) To what extent is word-of-mouth publicity important for services? Explain with examples.
- (e) List the possible innovative sales promotion tools that could be utilized for the following services:
  - (i) Garden care
  - (ii) Marriage Halls.
- (f) Explain the franchising mode of distribution in services marketing. Describe its advantages and limitations.

3 Attempt any **two** of the following: **2×10=20**

- (a) Describe role of technology in services marketing. Explain with suitable examples.
- (b) What strategies are available to a services marketer for effective service delivery through intermediaries?
- (c) Write a short note on role of communication in services marketing.

4 Answer any **two** of the following: **10×2=20**

- (a) "The practice of segmenting, targeting, and positioning is a must for marketing of financial services." - Explain.
- (b) Write a note on future of telemarketing for promoting the banking business in India.
- (c) Define insurance product. How would you formulate a sound product mix for an insurance organization?

5 Attempt any **two** of the following: **10×2=20**

- (a) What do you mean by offshoring of services? Discuss its benefits and short comings.
- (b) Write a short note on - International Marketing of Services - Recent Trends.
- (c) What organizing strategies should a company adopt for global marketing of its services? Discuss briefly.

