



MBA F.IV/10.54

**MBA DEGREE (F.T) IV SEMESTER EXAMINATION, MAY 2010**

**SMS 2410 MARKETING OF SERVICES**

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Write an essay about the growth of service industry and its impact on the economy.  
**OR**  
B. Discuss about the significance of integrated approach to service management.
- II. A. List out the important service quality dimensions and the applicability of SERVQUAL.  
**OR**  
B. What kind of relationship establishment strategies you would suggest for hotel industry? How will you measure its effectiveness?
- III. A. You would have seen several advertisements for the recently launched telecom service product with the brand name of MTS. Evaluate the effectiveness of the advertisement strategy adopted by that company.  
**OR**  
B. Do you think 'Branding' is essential for service products? Discuss how 'Branding' can assist an educational institution in getting more admissions.
- IV. A. Explain 'Service Guarantee'. For what kind of industries this aspect would bring more sales? Cite examples.  
**OR**  
B. Develop a pricing strategy for a private airlines company which operating its aircrafts between state capitals. Also, do SWOT analysis for the industry.
- V. A. Why do you think handling customers' complaint is critical in service industries? Suggest a mechanism for complaint handling in tourism industry.  
**OR**  
B. Identify two products belonging to financial services category. Make a comparative analysis and provide your comments.

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