



MBA.F.IV/11.404

M.B.A. DEGREE (F.T) IV SEMESTER EXAMINATION MAY 2011

SMS 2410 MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. "In a short span of time, revenues generated by service industry would overtake other industries" – What is your reaction? Provide logic for your answer.
OR
B. What are the challenges involved in marketing of services? How will you manage these issues?
- II. A. Explain the salient features of SERVQUAL and its application .
OR
B. In what way 7 P's service marketing differ from 4 P's of marketing mix? Discuss their importance.
- III. A. Design a marketing research program to collect Information from the passengers of a private airlines company, regarding the services offered on board and at airport.
OR
B. Medical Tourism is emerging past in India . How will you identify target customers for this sector? What are the ways & means of reaching them?
- IV. A. Discuss the importance of complaint handling and recovery management for banking sector.
OR
B. What factors would influence the pricing of services? What pricing strategy you would adopt for a Hotel company, which has hotels in 3 star to 5 star category in different places in your state.
- V. A. List out the challenges involved in marketing of financial services. As a marketing executive, design a strategic plan to manage them.
OR
B. Formulate a marketing strategy for a telecom company, which plans to launch its services in Kerala in two months of time. Also analyse the market from the perspective of competition
