

TUBMS / Service Marketing / (100)

Q.P. Code : 746101

(2½ Hours)

[Total Marks : 75

- N.B. :** (1) All the questions are compulsory.
(2) Figures to the right indicate full marks.

1. Attempt any two of the following :-

- Evaluate the role of services in modern economy.
- Discuss the challenges faced by the marketer in marketing of services with reference to the distinctive characteristics.
- Explain positioning and its importance. Discuss strategies that can be adopted in positioning of services.

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2. Attempt any two of the following :-

- Explain the approaches / methods of pricing in services and state the strategies that can be adopted.
- 'Physical evidence plays a definite role in influencing perception'. Discuss and state the elements of physical evidence.
- Write a note on service mapping.

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3. Attempt any two of the following :-

- Explain the concept of service productivity and evaluate the ways to improve productivity.
- What is a service GAP ? Suggest prescription for closing the gaps.
- Discuss strategies used for managing capacity to match Demand.

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4. Attempt any two of the following :-

- Write a note on Recent trends in Health care sector.
- Is there a need to have ethics in service marketing ? Discuss state some unethical practices in the service sector.
- Evaluate the factors favouring Transnational Strategy.

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5. Case Study :-

The Banking sector is going through a major transformation and witnessing robust growth. Automation is the order of the day. In order to sustain competition and enhance customer experience new initiatives have been introduced. Technology is the driving force and internet and mobile banking are the recent trends.

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2

You are the chairman of a 30 year old private sector bank with conservatives approach. Employees being from the old school of thought have resisted the new trends now introduced by most of the banks.

Your branches are majorly located in South India. The bank is faced with a few Take over threats in the past. The government is insisting merger of the bank for viability and modernisation. Your product portfolio requires a change to woo new customers and retain the existing ones. The board is expecting from you a thorough overhaul of the marketing mix.

Questions :-

- (a) Design the service product offering for your bank with the help of a service flower. **10**
- (b) Evaluate the role and importance of people in a service industry **5**
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