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Total No. of Questions : 7]

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[2069]

**M.B.A. IVth Semester (Main) Examination - 2009**

**Marketing of Services**

**Group : Group B (Marketing) Minor**

**4M6424**

**Time : 3 Hours**

**Maximum Marks : 70**

**Min. Passing Marks : 28**

**Instructions to Candidates:**

1. *The question paper is divided in two sections.*
2. *There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application based 1 question which is compulsory.*
3. *All questions are carrying equal marks.*

**Section - A**

- ✓ 1. What do you understand by the term 'Service'? How do services differ from products? Explain the different classifications for services. (14)
2. Discuss the role of people in the marketing mix. What steps should be taken by service organisations to ensure that people deliver the satisfactory service? Explain with the help of suitable examples. (14)
3. Explain the basic steps in service segmentation. What type of segmentation strategies would you suggest for the following services :-
  - a) Hair fashioning services.
  - b) Plumbing services.
  - c) Drycleaning services. (14)

4. Explain why the reaction of customers, employees and competitors must be considered while making pricing decisions. How will you price the following services:- (14)
- a) Consultancy
  - b) Hotel rooms
  - c) Education
5. Discuss the role of major intermediaries in the service delivery. Explain 'Intensive distribution', 'Selective distribution' and 'Extensive distribution' with the help of suitable examples. (14)
6. What does the term 'quality' mean, from the point of view of user and provider of a service? Maintaining quality is one of the biggest challenge faced by the service providers. How can the marketers maintain quality of a service? (14)

**Section - B**

7. Col V.K. Kapoor recently retired from the armed forces. A fine athlete and physical fitness enthusiast, Col Kapoor had been leading a vigorous and active life.

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Col Kapoor has been planning to start a business of his own after his retirement for a long time. He had always felt concerned about the low standards of physical fitness and poor quality of food of an average Indian. During his participation in sport meets abroad, he saw that the foreigners were well organised in this field. Col. Kapoor feels that running a gymnasium and a health centre would offer a good business opportunity, besides fulfilling an important need of the society at large. He has seen pictures of ultra-modern gymnasiums and read about complete health centre facilities which exist abroad. Col Kapoor is planning to establish similar facilities in a large city in India. He is ready to settle anywhere and start this activity at a place which offers a high potential of business success. He would initially cater to the needs of company executives and businessmen. He would later extend the scope of this venture to include housewives and working women too. He is optimistic that with the hectic lifestyle of present-day business people and the growing consciousness about good health, he would be able to attract a substantial clientele. He is, however, aware of the heavy financial investment required for this project and would like to be careful before taking any long-term decision in this regard. He would like to estimate the possible demand for this type of service and an indication of the financial returns that he can expect.

1. Suggest a step-by-step procedure to estimate the consumers expectations and perceptions.
2. How can Col. Kapoor hope to influence customer perceptions?

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