

**A12**

**Sreenidhi Institute of Science & Technology**

(An Autonomous Institution)

**Code No: 3Z433**

**MBA II - YEAR II – SEMESTER MAY 2015 (REGULAR)**

**SERVICES MARKETING**

**Time: 3 Hours Max. Marks: 60**

**Note: No additional answer sheets will be provided.**

**Part – A**

**Max. Marks: 10**

**Answer all the QUESTIONS**

1. What is Customer attrition in Service sector?
2. What is high contact service, explain with example?
3. What is Transactional Marketing?
4. What is differential pricing? How it is applied for Services?
5. What is Cause-related marketing?
6. What are the key determinants of perceived service quality?
7. What is Possession Processing Service?
8. What is Out-of-Pocket Cost?
9. What is Cyberspace 7 time in Service delivery?
10. What is Intangibility of Service? How to overcome it?

**Part – B**

**Max. Marks: 50**

**ANSWER ANY FIVE. ALL QUESTIONS CARRY EQUAL MARKS.**

1. a. What is Service?Explain various types of Services with practical example.

b. What are the characteristics of Services which differentiate it from goods?

1. a. How the customers’ needs and expectations shape the process of designing a new service?

b. Explain various types of strategic responses used by the Service organization to overcome the challenges due to intangibility of Service.

1. a. Explain the process of New Service Development.

b. Explain the Market Segmentation Process and Strategy for targeting the right customers.

1. a. Explain various Strategies useful for Service Pricing.

b. How Pricing is used to overcome the demand variations in Services Marketing?

1. a. Explain the role of key intermediaries in service delivery.

b. What is internal marketing Communication and how it affects the service performance?

1. Explain various factors affecting the Marketing Strategy for services.
2. What are the reasons behind the growth of service sector in India? What role Service sector plays in the development of Indian Economy?

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