

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2011-2012

Subject: Marketing Of Services

Date: 27.12.2011

Semester IV

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course old

Duration: 3 Hours.

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. All FOUR questions to be attempted.
2. All sub questions carry equal marks.
3. Answer to each new question to be started on a fresh page.
4. Figure in brackets indicate full marks.

Q1. Attempt any TWO out of FOUR. (10)

- a) How to manage the implications of 'inconsistency' in services?
- b) Benefits of blue printing.
- c) How to develop an integrated communication programme
- d) Describe the service quality issues.

Q2. Write short Notes on any TWO out of FIVE. (10)

- a) Classification of services.
- b) Five dimensions of service process
- c) Role of physical evidences in services
- d) Price skimming strategy.
- e) Altering demand to match capacity

Q3. Attempt any Three out of Five.

(30)

- a) Discuss the types of buying situation that a buyer undergoes while making purchase decision.
- b) Explain the factors Influencing Desired Service Expectations.
- c) What strategies would you adopt at various stages of PLC of the insurance services provided by your firm?
- d) Critically analyse both indirect and direct modes of distribution with suitable examples.
- e) Discuss the growing relevance of services in Indian Economy.

Q4. Case Study:

(20)

At a railway station in Japan, Mr. Alok enquired, using the little Japanese that he knew, which train he should take to go to Tokyo. The man behind the counter wrote out all information he required-time, train numbers, and platform numbers. He even took the trouble to write it in both English and Japanese, so that Mr. Alok could seek help from other Japanese travelers, if needed.

Later, in the waiting area, Mr. Alok was surprised to see the man at the counter run frantically towards him. He asked for the paper, and hurriedly wrote more on it: he had thought of a better route.

Questions:

- a) Explain the importance of 'people mix' in services.
- b) Explain the importance of managing customers' problem.