

SVKM'S

Narsee Monjee Institute of Management Studies (NMIMS)

School of Distance Learning

Subject: Marketing of Services

Program: PADMM

Semester: IV

Date: 29/5/10

Total Marks: 100

Duration : 3 Hours (3 pm - 6 pm)

**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 4 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 2 out of any 4**

**(Marks: 10)**

- a. Differentiate between core, facilitating and supporting services, giving suitable examples
- b. Define five dimensions of service quality. Give suitable examples of each dimension.
- c. Explain the factors influencing consumer-buying behaviour.
- d. Explain various decision-making roles of consumer.

**Q2. Write Short notes on any 3 out of 5**

**(Marks: 15)**

- a. Significance of Internal Marketing.
- b. Pricing strategies for services.
- c. Service Quality models
- d. Yield Management
- e. Service Recovery Strategies

**Q3. Attempt any 3 out of 5**

**(Marks: 45)**

- a. How do services differ from products? What are the marketing implications of service characteristics?
- b. Explain the promotion mix objectives. Also discuss how the promotion mix is planned for services.
- c. Explain briefly various methods of pricing financial products.
- d. Why it is important for service organizations to match demand and capacity? What are the implications of a mismatch between the two?

- e. What do you understand by 'Positioning'? What are the positioning alternatives for ad agencies? Explain with the help of examples.

**Q4. Answer the following question**

**(Marks: 30)**

- a. Compare and contrast the employee's attitude and behavior towards customers amongst the following organizations. Do you see the significance of employees in servicing the customers better? Identify how a motivated employee can provide higher customer satisfaction and also identify the various physical evidences in these organizations.
- i. Nationalized bank and a foreign bank operating in India.
  - ii. Indian airlines and any private airlines.
  - iii. Super bazaar and a private department store.
- b. 'Pricing strategy includes much more than determining what to charge'. Examine the statement with regards to pricing of health services.

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