

Code: BA3T5M

**II MBA-I Semester-Regular Examinations FEBRUARY 2014**

**SERVICES MARKETING**

Duration: 3 hours

Max. Marks: 70

**SECTION-A**

**1. Answer any FIVE of the following: 5 x 2 = 10 M**

- a) Relationship Marketing
- b) Customer Expectations
- c) Customer Loyalty
- d) New Service Development
- e) Marketing Communication Mix
- f) Service Pricing
- g) Service Delivery
- h) Marketing Planning Process of Service

**SECTION – B**

**Answer the following: 5 x 10 = 50 M**

2. a) What do you understand by services as a system and explain the nature of service consumption.

OR

b) Explain in detail about classification of services.

3. a) Explain in detail on Market Segmentation of Services.

OR

- b) Explain in detail on how to plan and brand service related products.
4. a) Explain various pricing strategies of services.  
OR  
b) What is service pricing, how do you establish monetary pricing objectives.
5. a) What is service promotion, explain the role of marketing communication.  
OR  
b) Explain the role of marketing communication mix in relation to service related products.
6. a) Explain the role of intermediaries in service delivery.  
OR  
b) Explain in detail the marketing planning process of service sector.

### **SECTION – C**

#### **7. Case Study**

**1 x 10 = 10 M**

#### **McDonalds**

The ING group has indicated that it will wait for the terms and conditions of government before taking any decision on increasing its stake in the domestic banking and life insurance arms. The group holds 44% stake in ING Vysya Bank and 26 percent stake in ING Vysya Life insurance company.

Reacting to the government's proposal to permit 74% foreign in stake in private sector Banks Mr.Bart Hellemans, Managing Director and CEO said: "We do not know the terms and conditions of this proposal. We will wait till then, I have no specific comments to make on this proposal". Mr.Hellemans was speaking to news persons on the launch of a common branding of all financial services arms, including ING Vysya Mutual funds.

Through common branding the group plans to project its global reach and prowess in managing money for customers worldwide. The ING Vysya will offer an integrated financial solution package for all customers in the country. The corporate campaign will attempt to create greater awareness of ING Vysya, which operates in the country through 500 branch network in 300 centers. This is the first time that the group is conducting such an integrated campaign throughout the country after it assumed majority control in Vysya Bank and followed it up with a change in banks name. So far the bank has been leveraging on the brand created by 72 year old parent. "The Campaign will also focus on creating the awareness of the changes in the group and its new image as an international financial service provider. The bank currently has a customer base of about two million deposit base of close to Rs.10,000 crore and investments equivalent to Rs,5000 crore as of the first half of the current fiscal year.

### **Questions:**

- i) Current on the branding strategy of ING Vysya for all financial services.

ii) Explain customer expectation from the bank because of its promotion and positioning itself as international financial service provider. How can ING Vysya manage customer expectation?