

Code: BA3T5

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

**SERVICES MARKETING**

Duration: 3hours

Max. Marks: 70

**SECTION-A**

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

- a. Customer Needs
- b. Market Segmentation of Services
- c. Branding Service Products
- d. Service Pricing
- e. Pricing Strategy of Service
- f. Service Promotion
- g. Marketing plans for Services
- h. Service Delivery

**SECTION – B**

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

2. a) How important is to understand customer needs and expectations in service sector.

OR

b) What is the role of service sector in modern economy.

3. a) What is Customer Loyalty and explain its role in service sector.

OR

- b) Imagine that you have started online bus ticket portal [www.busticket.com](http://www.busticket.com), how do you position this portal in the market.
4. a) What is service pricing, how do you establish monetary pricing objectives.
- OR
- b) Explain on how to estimate pricing and demand of services.
5. a) What is the role of marketing communication in service sector.
- OR
- b) How do you set communication objectives for service sector.
6. a) How do you design marketing plans for services.
- OR
- b) Explain the process of planning and managing service delivery system.

## SECTION – C

### 7. Case Study

**1 x 10 = 10 M**

Arion Auto was a dealer for the Hanuman Motor Company. India's most popular car maker. Aimed at the first time buyer, this company had notched up 80% market share at one time. Gradually, with the entry of new players, the share has come down to 50% by

2003, but there was still a large market for 800cc car. In other segments the company had a much lower share.

A Customer who had just bought a car from Arion was upset, as the car had developed a couple of significant problems within a week. It had unexplained noise in the engine while turning and its rear bumper has become loose. The Customer claimed that he had been sold a defective car, and that dealer should replace it with a new one. The service Manager at Arion motors tried to communicate to the buyer that it was company policy to rectify the problem within the warranty period free of cost, and that he should do the same, as per the policy. However a customer is not satisfied as he would have to suffer great inconvenience on account of it.

1. Being a business man on the move he had many important engagements and he would be severely hampered in his movements without a car. What should the Arion service Manager do?