

Code: BA3T5M

**II MBA - I Semester – Regular/Supplementary Examinations  
DECEMBER 2016**

**SERVICES MARKETING**

Duration: 3 hours

Max. Marks: 70 M

**SECTION-A**

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

- a) Nature of services
- b) Process of services
- c) Customer Loyalty
- d) Customer Portfolio
- e) e-marketing information system
- f) Services distribution
- g) Marketing plan for services
- h) Services space

**SECTION – B**

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

2. a) How are customer needs and expectations are identified in services marketing.

**(OR)**

b) What is meant by Relationship marketing? Explain its role in services marketing.

3. a) Discuss the steps involved in new services development.

**(OR)**

b) What precautions are to be taken while positioning a service in the market?

4. a) What are the objectives of service pricing? How are they achieved?

**(OR)**

b) Explain in brief the strategies of pricing of services of a Hospital.

5. a) What are the reasons for increasing popularity of e-CRM. Explain its role in services promotion.

**(OR)**

b) How is communication objectives fixed in services marketing? Discuss its importance in services pricing.

6. a) Design a service marketing mix strategy of any two services to meet the service marketing objectives of an software company.

**(OR)**

b) How do you integrate CRM with service delivery?

## SECTION – C

### 7. Case Study

**1 x 10 = 10 M**

Blow plast Industries has around 65% of the organized market for moulded luggages. It launched a premium brand Elanza when Samsonite (a global brand) entered the Indian context. The 79 cm model was priced around Rs.3750 while the 69cm was priced at Rs.3250. The brand was made available through 3000 dealers across the country. Designers and engineers had spent about 35,000 man hours to design the brand. The product has an inner lining fused with a plastic shell and double-walled shoulder bumper. The lining prevents contact between delicate fabrics and the hard outer shell. The brand also has a special aesthetic appeal. Blow Plast has launched a few brands in the premium segment before the introduction of Elanza. Direct mailers were sent to target segment apart from being advertised in up-market magazines like 'Time'. Blow Plast is one of the world's lowest – cost manufacturer of luggage.

Questions:

- i) What kind of media would you formulate for the Brand?
- ii) What aspects of timing patterns would you consider and why?
- iii) Profile the target segments for an offering like Elanza and explain how the media plan should differ for each of the segments?