

Code: 17BA3T4MA

**II MBA - I Semester – Regular / Supplementary Examinations
FEBRUARY 2022**

SERVICE MARKETING

Duration: 3 hours

Max. Marks: 60

SECTION – A

1. Answer the following:

5 x 2 = 10 M

- a) Goods and Services.
- b) New Service Developments.
- c) Service Pricing.
- d) Service Promotion.
- e) Intermediaries.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) How can services be classified? Discuss with examples.

(OR)

b) Define service marketing. Discuss about services in the modern economy.

3. a) Describe the planning and branding service products.

(OR)

b) Classify the process of market segmentation. Give with suitable examples.

4. a) Discuss about the foundations of pricing objectives.

(OR)

b) “Since services are intangible, they can’t be branded, and since services can’t be branded, service can’t charge higher price for their services”. Do you agree with this statement? Justify your answer.

5. a) What are the elements of service marketing communication mix? Explain.

(OR)

b) Explain the role of marketing communication. Discuss the importance in service promotion.

6. a) Determine the creating the delivery systems in price cyberspace and time.

(OR)

b) Explain the role of intermediaries and marketing planning process. Illustrate.

SECTION – C

7. Case Study

1 x 10 = 10 M

India imports a substantial part of its fertilizer inputs, requiring a high annual subsidy. Bio-fertilizers are cheap, renewable sources of nitrogen which improve crop yield. The US, Australia and New

Zealand are major producers of bio-fertilizers, while usage is common in most European countries. Commercial production of bio-fertilizers began in the early 1970s in India, and many companies entered this business. Very little effort went into market development at the farm level. A large section of the farming community was using wrong application methods, which led to poor performance. This, coupled with the quality problems, has created resistance to bio-fertilizers among farmers.

Questions:

- a) What do you understand by case study?
- b) What suggest your own strategies in this case?
- c) Case studies are important to study to the business students and why?