Roll No. | | | | | | | | | | | | |

Total No. of Questions: 10 **Total No. of Pages: 02**

MBA (Sem. 4)
SERVICE MARKETING
Subject Code: MBA-906
Paper ID: A2526

Time: 3 Hrs. **Max. Marks: 60**

INSTRUCTIONS TO CANDIDATES:

1. **Section A contains SIX questions carrying FIVE marks each and students have to attempt any FOUR questions.**
2. **SECTION B consists of FOUR Units. Attempt ONE question from every UNIT. Each question carries EIGHT marks.**
3. **Section C is COMPULSORY and contains case study of EIGHT marks.**

SECTION A

1.

a) Critically examine various reasons for growth in the service economy, with examples.

b) Write a note on classification of services.

c) Describe the concept of services cape and its effect on consumer behavior.

d) What factors should be kept in mind while deciding about pricing for services? Explain.

e) Explain the concept of service marketing triangle

f) Outline the cycle of service failure

SECTION B

UNIT I

2. Define service marketing. Highlight the characteristic features of services, with illustrations.

3. Outline various elements of the service marketing mix, with examples.

UNIT II

4. Recommend suitable strategies for managing relationships with customers and building customer loyalty, with illustrations.

5. Highlight the steps involved in new service development process by citing suitable illustrations.

UNIT III

6. Suggest suitable strategies for managing mismatch in demand and capacity for services, with examples.

7. What are the waiting line strategies you would recommend to a service operator who is facing huge peak time rush? Elaborate.

UNIT IV

8. What are the gaps that could occurs in service quality? Suggest ways to reduce such quality gaps, with examples.

9. Recommend suitable service marketing communication strategies, elaborating with examples.

SECTION C

10. Read the Case and answer the questions based upon it

The Indian Mobile Telephony is one of the fastest growing sectors. India is witnessing presence of world's famous multinational companies along with strong domestic players. D.T.T. is world's 2nd largest mobile service provider. The Company is based in Japan and has significant presence in all the major countries of the world. The Company is known as Pioneer in starting 4G Service in Japan. Globally, they are known for rendering best quality of telecommunication services at affordable rates. Their USP is "Value for Money". The CEO of the Company is planning to enter lucrative Indian telecommunication service Market.

a) What according to you are major challenges faced by the company in entering Indian telecommunication market.

b) Suggest suitable strategy in terms of Segmentation, Targeting and Positioning in India.

c) What will be the components of the promotional mix strategy?

d) Recommend suitable pricing strategy for these markets.