



Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Question Paper Code : X 90090**

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020

Elective

BA 7013 – SERVICES MARKETING

(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. How is a service product different from an after-sales service ?
2. Give two examples for tangible elements being present in banking services.
3. Differentiate customer expectation from customer perception behavior.
4. What is meant by service market positioning ?
5. List any three dimensions of SERVQUAL scale.
6. Give any two examples for new services launched in the recent past.
7. Define integrated service marketing communication.
8. What do you mean by franchising ?
9. Define service mapping.
10. What is the role of process in building customer relation ?

PART – B

(5×13=65 Marks)

11. a) Explain the impact of technology and globalisation on the service economy.

(OR)

- b) Describe the unique characteristics of services and its implications for service marketers.

12. a) Discuss the factors considered for segmenting and targeting the service market for tourism industry.

(OR)

- b) Explain the methods available for assessing market potential for hotel industry to construct 5 star hotels in Tamil Nadu.



13. a) With examples explain the concept of service life cycle.

(OR)

b) With a neat sketch, explain the service blue printing for a 5 star hotel's dining restaurant.

14. a) Discuss the importance of non-monetary costs in pricing decisions for services taking the example of health services.

(OR)

b) In what ways distribution of services is different from goods ? Identify a few services which can be distributed electronically and discuss the challenges involved in it.

15. a) Explain the SERVQUAL attributes with special reference to education institution.

(OR)

b) Amusement theme parks have been forced to follow several competitive strategies to pull customers and generate revenue – Critically discuss the statement.

www.binils.com

PART – C

(1×15=15 Marks)

16. a) A leading airline is facing the problem of increasing number of complaints from customers and the complaints were mainly on technical delays, delayed arrivals and attitude of staff. Delays diversions and cancellations are predictable but cannot be controlled. The weather might be the cause in most cases. The perceived 'bad attitude' of the ground/flight staff was a major problem.

If you were the Service Manager at the airline what steps would you take to improve service quality ?

(OR)

b) Medical tourism is a growing sector in India. In 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$ 7-8 billion by 2020. The main reason that attracts medical value travel to India is cost-effectiveness and treatment from accredited facilities at par with developed countries at much lower cost. Indian hospitals offer a wide variety of procedures at about one-tenth the cost of similar procedures in the United States.

Draw up a service marketing strategy for attracting medical tourists for a leading hospital group.