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Roll No.

GG495

Dual Degree B.M.S.-M.B.A.

EXAMINATION, 2021

(Seventh Semester)

(B Scheme) (Re-appear)

(BMS-MBA)

SERVICES MARKETING

MBIMM02

Time : 2½ Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Four* questions in all. All questions carry equal marks.

1. What are some differences in service choice, purchase and consumption process for organizations and households compared to individuals ? What are some similarities ?
2. (a) Assume that you are a manager of a health club. Discuss general strategies you might use to maximize positive perceptions of your club.
(b) Positioning maps for competitive strategy.
3. Consider that you are the marketing manager of new private airline. Prepare a value price package that is appealing to the airline passengers. Describe your approach and how does it differ from existing offerings.
4. Think of a new service you would like to develop if you were an entrepreneur. How would you go about it ? Describe, what you would do and where you would get your information.
5. Choose a local restaurant or some other type of service with fluctuating demand. What is the likely underlying pattern of demand ? What causes the pattern ? Is it predictable or random ?
6. In what specific ways does the distribution of a services differ from the distribution of goods ?
7. What kind of information could be gleaned from research on customers ? What would customers know that service providers might not ?
8. With regard to the same service organization, what are the benefits to the organization of keeping you as customer and your lifetime value to the organization ?