

Roll No.

56062

**MBA 2 Year (3rd Semester)
(New Scheme) Batch 2013
Examination – December 2013**

SERVICE MARKET

Paper : MBA-32

Time : Three Hours]

Before answering the question, candidates
have been supplied the correct and complete
complain in this regard, will be entertained

Note : Attempt *five* questions in all
Section-A is *compulsory*. See
from each Unit. All questions

SECTION – A

- (a) What do you mean by service?
- (b) What is a Service ? Define product.
- (c) What do you mean by intangible product?
- (d) Define services positioning.

**er)
2013
2013**

[M.M. : 80

insure that they
tion paper. No
mination.

ion No. 1 of
one question
ual marks.

<https://www.ndupapers.com>

guish it with

- (e) Why are desired service expectations more stable than adequate service expectations ?
- (f) What are the main differences between franchise and agents ?
- (g) Why services tend to be more difficult for customer to evaluate than are goods.

SECTION – B

UNIT – I

- (a) Briefly describe the special characteristics features of service.
- (b) How are services classified ? Elaborate.
- Why product marketing mix is not sufficient for services marketing mix ? Explain in detail all the marketing mix of service marketing.

UNIT – II

5. Why should a service recovery and planned and require trained staff. Discuss the benefits to a company of having an effective service recovery strategy. Describe an instance where you experienced an effective service recovery. In what ways did the company benefit because of this strategy?

UNIT-III

6. How is the branding used in financial services, such as special accounts or insurance policies? Identify some real world examples of retail bank brands that are meaningful are these brands likely to be to customers?

7. Is empowerment always the best approach for effective service delivery? Why is empowerment so controversial? How will you reach it?

UNIT-IV

8. How will you formulate a marketing strategy for

by be proactive
empowered staff.

of having an
describe an instance
service recovery. In
because of this

es marketing ?

branding from
es of retail bank
meaningful are

oach for effective
empowerment so
it ?

<https://www.ndupapers.com>

eting strategy for

9. Write short note on :-

(a) Role of information technology tools in services marketing.

(b) Telemarketing for promotion in banking.