

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017
MASTER OF BUSINESS ADMINISTRATION (MBA)

Second Year - Third Semester
(Marketing Group)
Service Marketing

3MBA 4

Time : 3 Hours

Max Marks : 70
Min. Marks : 28

-
- Note : (i) Attempt Any Four from section “A”
(ii) Attempt Any Three from section “B”
(iii) Section “C” is compulsory.
-

SECTION – “A” (Any Four)

4 × 5 = 20

- Q.1. Write a short note on:- (Any four)
- (i) Service characteristics
 - (ii) New service development
 - (iii) Service marketing triangle
 - (iv) Waiting line strategies
 - (v) Targeting of service
 - (vi) Training of peoples for service delivery

SECTION – “B” (Any Three)

3 × 12 = 36

- Q.2. What do you mean by service? Explain the differentiate between goods and services?
- Q.3. What are the strategies for managing demand in service? Explain the characteristics of demand?
- Q.4. List the two types of physical evidence giving examples of each. What is meant by physical evidence?
- Q.5. Explain the term word of mouth communication. And discuss its significance for a health service provider.
- Q.6. Explain the quality Gap model.

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SECTION – “C”
(Compulsory Question)

14

Q.7. # Study the case given below and answer the questions given at the end.

Premier Courier Ltd.

Premier courier ltd. Is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer on overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reduction and provides the confidence that people shipping packages will be “Absolutely positively certain their packages will be there by 10.30 in the morning”.

In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organization, customers can place an order for inventory as late as midnight, and the marketer because of PCL’s help, can guarantee delivery by the next morning. PCL has positioned itself as company with a service that solves its customers problems.

Questions:-

- (i) What is PCL product? What are the tangible and intangible elements of this service product?
- (ii) What are the elements of service quality for a delivery service like PCL?
- (iii) In what way does technology influence PCL’S service quality?

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SECTION – “C”
(Compulsory Question)

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