

Code: 17E00404

MBA IV Semester Regular Examinations May 2019

SERVICES MARKETING

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 Explain how marketing of services differ from that of physical goods.

OR

- 2 What are the characteristics of services? Explain the classification of services in detail.

- 3 How are expectations formed? Explain.

OR

- 4 Explain the sources of adequate service expectations with examples.

- 5 What are different pricing methods in the cost based pricing approach?

OR

- 6 Demonstrate what value means to customers.

- 7 Different communication elements have distinctive capabilities relative to the types of messages they can convey and the market segments most likely to be exposed to them. Justify.

OR

- 8 What are the challenges in service communication and how can they be overcome?

- 9 How can a company fill the strategic planning gap? Explain with examples.

OR

- 10 How are resources allocated to strategic business units (SBUs)?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**

Discuss why the marketing function must be integrated with operations and human resource management in service firms.
