

4M1215

Roll No. \_\_\_\_\_

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M. B. A. IV Sem. (Main / Back) Exam., April – May 2017

M – 421 Marketing of Services

(Major – II)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study / application based question which is **compulsory**.
- (iii) All questions carry **equal marks**.

1. NIL \_\_\_\_\_

2. NIL \_\_\_\_\_

**SECTION - A**

Q.1 How do services differ from products? Do you think that classification of services help in developing the marketing strategy better? How? [7+7=14]

Q.2 Explain segmenting the service market, targeting and positioning the service. [5+4+5=14]

Q.3 "Pricing decisions in services are approached in a not-very-sophisticated manner". Explain. Also discuss the pricing tactics that may be used to sell services. [7+7=14]

Q.4 Define service quality and discuss the techniques for improving service quality. [5+9=14]

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Q.5 What do you mean by physical evidence environment in which service is delivered?

Explain the procedures, mechanisms and flow of activities by which the services are delivered. [7+7=14]

Q.6 Why marketing approach is important for banking organization? Discuss 4Ps in

relation to bank marketing. [7+7=14]

## SECTION – B

### Case Study

Q.7 Read the case below and answer the questions given at the end:

#### ACE RESORTS:

Ace Resorts operates golf and lodging properties throughout the nation for over twenty five years. ACE Resort's founder has devoted his life to developing destination resorts that embody his love and passion for the great outdoors. His comprehensive vision and design for each was carefully planned, not just to ensure the well – being of the natural surroundings and their inhabitants, but to embellish and build upon those resources. He wanted guests to experience the wonders of the "Ace lifestyle".

The Ace lifestyle – luxurious surroundings, impeccable service, and outstanding amenities – is a lifestyle shared by people of like minds who want the best that life can offer. For example, the Inn at Bay Harbor is the centerpiece of Bay Harbor village,

which is set along the water's edge. The Inn at Bay Harbor's architectural design rekindles the heritage and style of the great inns of the past. It provides luxurious accommodations. The inn features 150 one, two, and three bedroom suites, the Bay Harbor Beach Club, the Spa at the Inn at Bay Harbor, pool, conference facilities accommodating groups from 15 to 250, plus a spectacular lakefront restaurant. The Inn at Bay Harbor affords guests breathtaking views of the lake and the surrounding coast.

QUESTIONS:-

[3.5×4=14]

- (a) What are the most important characteristics of the service that Ace Resorts markets?
- (b) How important is employee interaction with customers at a resort?
- (c) Service quality involves meeting customer expectations. How might the staff at the Bay Harbor resort improve service quality?
- (d) If a customer has a problem or is dissatisfied with a service, how should the customer's problem be handled?