

4M1015

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

Total No of Pages: 3

4M1015

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

Marketing

M - 421 Marketing of Services

(Major - I)

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 Distinguish between Goods and Services marketing. Describe in brief the major reasons of the growth of service industry and the emerging key services in India. [6+8=14]
- Q.2 Describe the process of market segmentation with a suitable example of a service of your choice. Also explain Customer Loyalty Segmentation in its context. [14]
- Q.3 What are the major challenges in selecting pricing strategies of services? How does demand influence pricing of services? [14]

[4M1015]

Page 1 of 3

[1380]

Q.4 Explain different dimensions of service quality. Also give any two service recovery strategies in brief. [8+6=14]

Q.5 State the significance of the management of Physical Evidences and People for services. [7+7=14]

Q.6 Write short notes on any two of the following:- [14]

- (a) Marketing of Financial Services.
- (b) Importance of Relationship Marketing in Services.
- (c) Marketing of Healthcare Services.

### SECTION – B

#### Case – Study

Q.7 Kerala had always been considered the 'backwaters' of India – in a negative way. Tourists thought of it as a nice but far away place, to be visited if you had the time, after covering the more popular destinations like the Taj Mahal, Delhi, Jaipur and Goa. But all that has changed, with a single great campaign, based on a memorable line – God's Own Country. As tourism marketers know, a tourist destination sells imagery first, and then depends on the tourists themselves to recommend the destination to their friends, relatives and peer groups. For a long time, Kerala had advertised its boat races held at Alleppey (now known as Alappuzha) and the elephant ritual at 'Thrissur Pooram', and gained some mileage from these too. However, the advertising really started getting into the limelight after the tagline "God's Own Country" was added to

the beautiful images. In addition to the foreign tourists, the campaign successfully drew the attention of domestic tourists, and as a result Kerala has successfully entered the tourist map of the world. New investments in Kerala include tourism – related projects at Bekal in the Malabar (north Kerala) region.

Tangible things such as good air and road/rail connections, and availability of different types of hotels and resorts also helped, along with the cosmopolitan food habits of Kerala, which is probably the only state apart from Goa where meat and seafood of all types are easily available, to cater to the palates of foreigners who may be predominantly non – vegetarian. Ayurveda practitioners also abound in Kerala, and the oil massages add to the mystique of the destination. Apart from traditional hill stations like Munnar, Kerala offers a forest experience at Thekkady (Periyar wildlife sanctuary), and in the hills of Wayanad district bordering Tamilnadu and Karnataka.

- (a) Describe the role of Marketing Communication in promoting Kerala as a tourist destination. [7]
- (b) Develop a campaign to promote any other Indian state of your choice, using different elements of marketing communication mix, especially to attract foreign tourists. [7]