

MBGN 4002/MM 4002

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

Marketing

SERVICES MARKETING

(2012 – 2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. What are the characteristics of services?
2. Discuss the reasons of growth of service sector.
3. Discuss "Internet as a service channel".
4. Describe the Stages in the new product development process.
5. What are the themes of external marketing campaigns?
6. Explain the Dimensions of quality of services.

Although the common working Mumbaikar is getting home cooked food at all nooks and corners of the metro city due to efficient system of MNTCL, off-late, there has been a marked decline in business, on account of changes in working and eating habits. MNTCL is. Showered with six sigma ratings and affectionately called as 'Management Guru'. At premier institutes, the office bearers deliver lectures on managing operational hurdles and sustaining high quality of services.

Questions :

- (a) Critically examine the factors which have led to achievement of excellence in the service provided by MNTCL.
- (b) Suggest suitable measures for improvement in business growth and higher profitability for business continuity in the years to come, for MNTCL.

7. Explain "Public Utility Services".

8. Explain the formulation of a sound product mix for the insurance organization.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the different methods of classification of services.

10. What are the different types of pricing strategies and tactics?

11. Explain in brief about the services marketing mix.

12. What are the components of internal marketing?

13. Discuss common types of constraints faced by service organization.

14. What are various techniques of improving service quality?

15. Explain the characteristics of financial services.

16. What are the types of service operations?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study :

Mumbai Nutan Tiffin Carriers Ltd MNTCL, comprising of around 8000 semiliterate dabbawalas' of Mumbai, every day deliver more than 8.00 lakhs Tiffin boxes to working people across the city and later return the empty Tiffin boxes to their respective homes same day.

A meagre amount of Rs. 300/- p.m. is charged for this indispensable service, providing home cooked food to working people at their work place. In spite of complexity, hurdles of transport system and adverse climatic conditions, the quantum of error is as low as 1 error in 8 million deliveries.

The modes of conveyance used are bicycle, manually driven trollies and suburban local trains. The entire process of giving/taking delivery is carried out with help of three different sets of carriers.

With help of a unique colour code system, sorting of thousands of tiffin boxes is carried out within few minutes, at destination, thanks to the splendid team spirit and meticulous timings.