

Code No: MB1343/R13

MBA IV Semester Regular/ Supplementary Examinations, June-2016

SERVICES MARKETING

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

1. Write an essay on the importance of marketing of services.
2. Describe the process of market segmentation in services.
3. Explain the service pricing strategies in practice.
4. What are the marketing challenges due to the intangible character of services?
5. Describe the new service development process.
6. How do you manage service delivery systems?
7. Explain the role of intermediaries in enhancing the value of services.

8. Case Study:

Don Horne has recently joined Marine Services Ltd., a specialist consultancy company providing technical advice and services to marine exploration companies. Don's background, somewhat unusually in this industry, is entirely in consumer services marketing. The company has employed him for this expertise and experience, believing that the marine exploration industry is lacking in its knowledge and application of up-to-date marketing ideas and techniques being used so successfully in other industries. Marketing in the past in this company has been dominated by people with technical backgrounds and an in-depth knowledge of marine biology, marine engineering and marine exploration. The idea to introduce a marketing specialist to the company came from the managing director of the company who recently attended two marketing seminars.

The first of these was on services marketing and although not exclusively concerned with technical and consultancy services, the course had provided what the managing director felt were useful insights into some of the additional considerations in marketing service products, including the notion of an extended marketing mix to include People, Processes and Physical Evidence. The managing director realized that these were just as potentially important in the competitive world of marine exploration as they appeared to be in the fast food and other consumer service industries. Certainly, he felt there was food for thought as to how some of the ideas from these service industries could be applied to the company and its markets. The second course he attended focused on the concept of relationship marketing. The course leaders had stressed the move towards relationship marketing in many industries and the way that relationship marketing tools and techniques could be used to help build customer loyalty and retain customers.

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This was of particular interest to the managing director as current relationships with customers in the industry seemed to be characterized by antagonism and lack of co-operation between the companies in the industry and their customers including Marine Services Ltd. Again, he felt there was potential to apply some of the ideas about relationship marketing to the company and its markets. Having appointed Don Horne with the specific job remit to develop and apply service and relationship marketing concepts and techniques to the company and its marketing, the managing director has asked Don as his first task in the company to produce a brief written and verbal report outlining how these concepts and techniques could be of value in the company's future marketing. He has informed Don that he will be presenting this report to a meeting of the company directors and senior managers at the next monthly meeting. He has also warned Don that he can expect some reservations and even antagonism regarding the use of some of the more recent marketing ideas in what is after all a very traditional and conservative company.

Question:

Prepare the outline report that Don will present to the board and senior management.
