



# CBCS SCHEME

18MBAMM303

Third Semester MBA Degree Examination, July/August 2021

## Service Marketing

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. What is service Marketing Triangle? (03 Marks)  
b. Explain numerous benefits of customer relationship. (07 Marks)  
c. Discuss various approaches to pricing in service marketing. (10 Marks)
- 2 a. What do you mean by Relationship Marketing? (03 Marks)  
b. Enumerate the difference between Goods and Services. (07 Marks)  
c. Discuss key intermediaries for service delivery and its benefits and challenges. (10 Marks)
- 3 a. What is defensive Marketing Strategy? (03 Marks)  
b. Explain the elements of Physical Evidence. (07 Marks)  
c. Discuss the factors that influence customer perception towards service. (10 Marks)
- 4 a. What do you mean by Partnering Strategy? (03 Marks)  
b. Explain the strategies for matching capacity and demand. (07 Marks)  
c. Discuss various types of Service Research. (10 Marks)
- 5 a. What do you mean by Marketing Communication? (03 Marks)  
b. Explain sources on conflict in service marketing. (07 Marks)  
c. Discuss the guidelines for effective strategy of physical evidence in services. (10 Marks)
- 6 a. What do you mean by Service Scope? (03 Marks)  
b. Describe role of non-monetary cost in service. (07 Marks)  
c. Discuss creation and implementation of service vision. (10 Marks)
- 7 a. List out the roles of Marketing Communication. (03 Marks)  
b. Write a note on objectives for Service Research. (07 Marks)  
c. Discuss the reasons for growth of Service Sector. (10 Marks)

### 8 CASE STUDY

Airtel, the leading cellular brand is a product of Bharati cellular limited – a part of the biggest private integrated telecom conglomerate, Bharati Enterprises. In 2001, Bharati had a presence in 17 of the 23 telecom circles in India and customer base over one million.

Airtel mission statement included “delighting customers” by “customer service focus empowered employers, innovative services and cost efficiency” and this went a long way in helping it to establish itself in the market.

In India, Airtel offers varieties of products include 2G, 3G and 4G wireless services, mobile services, digital TV services, internet, fixed-line telephone, broadband service etc, because company under took extensive customer research and offered various technological tools as well as promotion schemes to retain customers and offer value added customer services.

#### Questions :

- a. Discuss the market strategies and value added services offered by Airtel for retain its customers. (05 Marks)
- b. What are the product and price strategies of Airtel? (05 Marks)
- c. Enumerates promotion and advertising strategy of Airtel. (05 Marks)
- d. How does Airtel retail outlet and relationship centers (physical evidence) serve as a service point to its customers? (05 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.