

MAY 2016

**P/ID 77520/PMED/
PMBM4/PMSM4/
MBNM4**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the major classification of Service.
2. What are the types of promotions available in service marketing?
3. Is internal marketing related to health care services? Explain.
4. Identify the quality gaps in services and explain.
5. Discuss about hospitality services.
6. Explain the salient features of services marketing.
7. Briefly explain the 7P's of services marketing.
8. Explain briefly about marketing demand and supply through segmentation.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss in detail about characteristics and designing of service.
10. Explain the various distribution methods for services.
11. Explain how service companies identify attractive market segment and choose a market coverage strategy.
12. Why is external marketing communication so important in service firms? Is it important in product firms? Explain your views.
13. Explain the problems and prospects of educational services.
14. Identify the characteristics that affect marketing services.
15. What are the causes of service? Identify the quality gaps in service.
16. Explain the importance of internal marketing in case of service oriented organisation. Explain the various strategies adopted by these organization.

2 **P/ID 77520/PMED/
PMBM4/PMSM4/
MBNM4**

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Assume that you are marketing manager of a leading hospital.
- (a) Develop a marketing mix for the different segment of patients.
 - (b) Formulate a pricing strategy to attract the patients to your hospital.
-

3 **P/ID 77520/PMED/
PMBM4/PMSM4/
MBNM4**