

MAY 2011

**P/ID 6021/MED**

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Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. What are the Myths about services?
2. Describe consumerism and Hospital services.
3. What is meant by service failure?
4. Formulate Service Strategy Design.
5. List out the types of Tourism promotions.
6. Define and Discuss Transport and its models.
7. Describe the impact of service quality in service marketing.
8. How are services classified?

9. List out the major services gendered by Rural Banks.
10. Explain the need for capacity planning in service marketing.
11. What are the basis for segmenting the service market?
12. How to overcome Traffic pollutions and control?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. List out the important Government Regulations in Banking Sector.
14. Explain the role of service providers and those availing such services at the point of delivery.
15. What is the role of Government Administrative system in Tourism sector?

16. Write short notes on
    - (a) Medical Tourism
    - (b) ECO Tourism
    - (c) Passenger Transportations.
  17. Identify key research areas in Service Marketing.
  18. Discuss in detail origin and Growth of Service Marketing.
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