

MAY 2012

P/ID 6021/MED

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. How can service performance gap be reduced?
2. What is a marketing strategy?
3. List the salient features of services.
4. What is Bank marketing? Explain the different categories of users availing in banking services.
5. How the customer service provided in commercial and rural banks?
6. Define Hospital. State its different types.
7. List the Legal controls on Hospitals.
8. What is need for consumerism in hospital services?

9. Construct a programme for better marketing of Transport system.
10. Explain the emerging strategies in tourism marketing.
11. Explain the marketing need for various financial services. Why?
12. Write short notes on “Consumer Banking”.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions

All questions carry equal marks

13. How the government regulations and political factors influence the banking industry growth in India?
14. Discuss the legal aspects of control to be governed by the Government in the maintenance of hospital services.
15. Explain in detail the Designing of Service Strategy.
16. Discuss the growth and development of tourism marketing in India.

17. How the costing, pricing and Administration helps for passenger transportation in Transport planning?
 18. Trace the origin and growth of service marketing.
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