

MAY 2013

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. Define service strategy.
2. What is the meaning of for service marketing?
3. How to measure the service quality?
4. Explain the pricing of educational services.
5. In what ways is distribution of services different from goods?
6. What is meant by yield management?
7. Explain the Seven Ps.
8. Formulate a service guarantee for a mobile phone.
9. Define segmentation.
10. What are the distributions methods for services?
11. List out the concepts of services.
12. What are the major reasons for growth of the service sector?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Discuss the importance of word of Mouth. communication for healthcare services.
 14. What is the role of service sector in Indian economy?
 15. Discuss in detail effective communication and its importance in service quality.
 16. Define and discuss public utility services.
 17. Define and differentiate facilitating services and supporting services.
 18. Discuss the role of CRM (Customer Relationship Management) in quality of service.
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