

MAY 2013

**P/ID 77520/PMED/  
PMBM4**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define service and major classifications of service.
2. Explain how to manage service quality.
3. Explain about pricing strategies in service marketing.
4. Discuss in detail about product decision in services marketing.
5. Explain how companies can position their services for maximum competitive advantage in the market place.
6. Explain about the customer expectation versus service gap.
7. Discuss about developing appropriate and effective communication service quality.
8. Discuss in detail about “Health Service”.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss in detail about characteristics and designing of service.
10. Explain in detail about 7Ps of service marketing.
11. Discuss the primary difference between products and services. Give illustration of the difference you have found.
12. Illustrate the gaps in services. Discuss the factors and provide solutions for the factors.
13. Discuss in detail about marketing strategies for service firms.
14. List out in detail the challenges in service marketing.
15. Illustrate how a professional can deal with intangibility, inseparability, variability and perishability of the service it provide give specific examples.
16. Identify the characteristics that affect marketing of services.

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PART C — (20 marks)

(1 × 20 = 20)

(Compulsory)

17. Case study :

Pioneer Products Ltd. is a company that produces and markets steel cups, teaspoons, knives and forks for the catering industry. The growth of the fast food sector of the market is seen as an opportunity to provide disposable eating utensils which would save man power and allow speedy provision of utensils to customer flow. The company has benefited from the growth of super markets and sells consumer goods through four large super market groups.

The increase in sales and the number of outlets have led the sales manager, Mr. Arun to recommend to his general manager, Mr. Pradeep that the present sales force of two regional sales representatives be increased to eight. The sales manager believes that the new recruits should be experienced in selling fast moving consumer goods since essentially that is what his product's cue.

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Whereas the general manager believes that the new recruits should be familiar steel products since that is what they are selling. He favours recruiting from within steel production and product properties and are likely to speak the same language as other people working at the company.

Questions :

- (a) What are the factors to be considered in recruiting sales persons for his company?
  - (b) Do you agree with general manager or sales manager or neither?
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