

MAY 2011

**P/ID 37520/PBED**

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Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the growth of service sectors.
2. Explain the classification of services and design of services.
3. Explain the importance of product design in Service Marketing.
4. Explain how service companies identify attractive market segment and choose a market coverage strategy.
5. Explain the term “Return on Quality”.
6. Write down the significance of service marketing in the Indian perspective.
7. Explain the factors and techniques which are used to resolve in the gap in CRM.
8. Differentiate products and service line with suitable example.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain in detail about the concept and characteristics of Service Marketing.
10. Explain in detail about 7P's of Service Marketing.
11. List out and discuss the major levels of market segmentation and bases for segmenting various services.
12. What are the steps followed in developing a powerful service brand? Explain with example.
13. Describe the roles of service branding and packing.
14. Bring out the various differences or gaps that arise in the service quality and suggest remedy for those differences.

PART C — (15 marks)

(Compulsory)

15. Case Study :

Donna Costa was recently appointed District Sales Manager. After meeting with her sales people and spending time in the field with them, she feels that she has two critical personnel problems which must be resolved.

- (a) Peter Chan has been guilty of several violations of sales ethics. He has misrepresented the company's products, made false delivery charges, and overcharged his customers. Whenever a customer has complained about mistreatment or Peter has been caught in an inaccuracy, he has attempted to explain his actions with a half-a truth. A customer has just refused to accept one of his orders. Peter insists the factory made a mistake, but the factory's original copy of the order indicates he was wrong again.
- (b) Lee Fontana is an aggressive young sales woman who has a remarkable sales record. For the 3 years that she has been with the company, she has been the top person in her district and one of the top ten sales people in the country. Six months ago, the district manager was promoted to a home office position, and Donna was appointed to succeed him. Since then Lee's sales have slumped, and she is now closer to the bottom than to the top of the district.

Questions :

- (i) Why do you suppose these sales people are behaving as they are?
  - (ii) What action, if they, should Donna take in each situation?
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