

MAY 2013

P/ID 37520/PBED

Time : Three hours

Maximum : 80 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Discuss the characteristics of service.
2. Explain the role of people in services marketing.
3. Why is demand-based pricing is crucial in the case of services?
4. What are the reasons for frequent imbalance between demand and supply?
5. Explain the concept of segmentation.
6. Differentiate between customer expectations and perceived service gap.
7. How will you develop effective communication for managing service quality?
8. Explain the difficulties in marketing financial services.

SECTION B — (4 × 10 = 40 marks)

Answer any FOUR questions.

9. Trace the growth of service sector over manufacturing sector in the last five years.
10. Discuss in detail about 7 P's in services marketing.
11. How will you find out the demand for tourism industry in Tamilnadu?
12. What are the key factors that are used in the formulation of strategies for closing the service gap?
13. How will you develop a branding strategy for an educational institute offering M.B.A. program?
14. How will you develop a quality culture in the minds of employees?

SECTION C — (1 × 15 = 15 marks)

(Compulsory)

15. A mobile telephone company is looking for various avenues to increase the membership of its "Roaming Service" within its current customer base to increase revenue. Prepare a research design including a questionnaire with a view to assess :

- (a) Current level of customer satisfaction with the services
 - (b) Deficiencies in the current service
 - (c) Expectation of non-users/users of competitive brands
 - (d) Price sensitivity of potential customers.
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