

MAY 2011

**P/ID 77520/PMED**

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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. Explain the characteristics of service.
2. What are the various classification of service?
3. What are the types of promotions available in service marketing?
4. Write notes on interval marketing of services.
5. Explain the factors and techniques to resolve gap in customer relationship management.
6. Discuss the strategies for effective communication to the customers.
7. How to market financial services to business community?
8. Mention about marketing of public utility services.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain in detail about the concept and growth of service sector.
10. Discuss in detail about the seven Ps in services marketing.
11. Write an essay on distribution methods for services.
12. Evaluate marketing demand and supply through capacity planning and segmentation.
13. What are the causes of service? Identify the quality gaps in service.
14. Evaluate the service performance gap and also mention key factors and strategies for closing the gap.
15. Explain in detail about the major issues in hospitality services.
16. Describe in detail about the key consideration in educational services.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study :

Assume that you are the marketing manager of a leading five star hotel.

- (a) Formulate the customer loyalty programmes to retain your customer.
  - (b) Develop marketing mix for corporate customer segment.
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