

MAY 2012

**P/ID 37520/PBED**

---

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. How to classify services? Give suitable illustrations for each.
2. How the pricing decisions to be taken in services marketing?
3. Explain the marketing strategies for service firms.
4. Discuss the additional marketing considerations that service require.
5. List the factors to be considered for service delivery.
6. Explain the quality dimensions in service.
7. Mention the special issues in professional service.
8. Explain the strategies for marketing of public utility services.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the concept and growth of service marketing.
10. Write an essay on seven P's in service marketing.
11. Explain the quality gap models in service marketing.
12. Discuss the key factors and strategies for closing the service performance gap.
13. Highlight the challenges and prospects of financial service.
14. Discuss the service economy contribution in Indian economy.

PART C — (1 × 15 = 15 marks)

Compulsory.

15. Develop a suitable service design for a public utility services on your own choice, service design to be focussed for a price, place and product.