

Total number of printed pages-4

47 (4) MNSR 4-4

2015

MANAGEMENT OF SERVICES

Paper : 4-4

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Give very short answers : $1 \times 10 = 10$

(a) What is service marketing?

(b) What is NBFC?

(c) Define tourism.

(d) Give an example of service sector firm in private sector.

(e) What is tele-banking?

Fill in the gaps :

(f) _____ acts as a hidden sales force.

Contd.

(g) _____ education comes after secondary education but before higher education.

(h) Transfer of ownership is _____ in service marketing.

(i) The three corners of service marketing triangle are company, employee and _____.

(j) ATDC stands for _____.

2. Give short answers : **(any five)** 2×5=10

(a) Define adult education.

(b) What is word-of-mouth marketing?

(c) Mention *any two* examples of highly sought consultancy services.

(d) Give *two* examples at process mix component applied in colleges / universities.

(e) What is TQM?

(f) Write *two* justifications for marketing of health-care services.

(g) How many types of call-centres are there?

3. Answer **any four** : 5×4=20

(a) Why marketing of services is difficult as compared to product marketing? Justify. 5

(b) Write a short note on vocational education. 5

(c) "Service marketing is environment friendly technology". Comment on the statement. 5

(d) Briefly discuss the process mix applied in transportation services and non-banking financial services. 5

(e) Define BPO and KPO. Briefly highlight the differences in the product mix of BPO and KPO. 2+3=5

(f) Briefly discuss the various components of marketing mix in services. 5

4. Answer **any five** :

(a) Write a note on the evolution of services marketing in India. 8

Or

Discuss the various reasons behind growing importance of services in Indian economy. 8

(b) Differentiate between product and services in the context of marketing. 8

(c) Explain the marketing mix applied in regard to elementary education in schools. 8

Or

Discuss the place and price-mix at hotels as service providers. 8

(d) Illustrate with diagram the product mix applied in hospital sector. Discuss *any two* thrust areas of health services. 4+4=8

(e) Discuss the components of promotion-mix and people-mix adopted by a marketing manager while marketing banking services. 8

(f) State *four* characteristics of services. Also show the classification of services with suitable examples. 8

(g) What according to you should be the ideal product mix applied for marketing of tourism services? Briefly discuss the physical evidence component of tourism sector. 5+3=8

(h) Explain the price mix and promotion mix adopted in transportation services. 3+5=8