6. Explain the dimensions of quality of services.

5. Discuss the theme of external marketing campaigns.

4. Devise the process of the new product.

3. Discuss "Internet as a service channel".

2. Discuss the reasons of growth of service sector.

1. What are the characteristics of service?

Answer any FIVE questions out of the following.

PART A — (5 × 6 = 30 marks)

Minimum: Three hours

Maximum: 100 marks

Time: Three hours

(2012 – 2013 Batch onwards)

SERVICES MARKETING

Marketing

Fourth Semester

DECEMBER 2014/January 2015

MBA DEGREE EXAMINATION

MBGN 4002/MM 4002

FOR MNCTCL.

For business continuity in the years to come, suitable measures for improvement to achieve excellence in the service provided by MNCTCL.

(a) Critically examine the factors which have led

Questions:

Although the common working style of office bearers deliver lectures on managing operational hurdles and sustaining high quality of services, the Management Council, at premier institutes, the Sigma institute, and administratively called six entities, MNCTCL is short of. MNCTCL office, there has been a marked decrease in the number of students due to efficient system of Gettin home cooked food at all meals and common

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7. Explain "Public Utility Services".

8. Explain the formulation of a sound product mix for the insurance organization.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the different methods of classification of services.

10. What are the different types of pricing strategies and tactics?

11. Explain in brief about the services marketing mix.

12. What are the components of internal marketing?

13. Discuss common types of constraints faced by service organization.

14. What are various techniques of improving service quality?

15. Explain the characteristics of financial services.

16. What are the types of service operations?

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study:

Mumbai Nutan Tiffin Carriers Ltd MNTCL, comprising of around 8000 semiliterate dabbawalas of Mumbai, every day deliver more than 8.00 lakhs Tiffin boxes to working people across the city and later return the empty Tiffin boxes to their respective homes same day.

A meagre amount of Rs. 300/- p.m. is charged for this indispensible service, providing home cooked food to working people at their work place. In spite of complexity, hurdles of transport system and adverse climatic conditions, the quantum of error is as low as 1 error in 8 million deliveries.

The modes of conveyance used are bicycle, manually driven trolleys and suburban local trains. The entire process of giving/taking delivery is carried out with help of three different sets of carriers.

With help of a unique colour code system, sorting of thousands of tiffin boxes is carried out within few minutes, at destination, thanks to the splendid team spirit and meticulous timings.