SERVICES MARKETING

General/Marketing

Fourth Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

MBGCN 4002/WM 4002
7. Discuss the role of Capacity Planning in matching Service Demand and Supply.

8. What is Hospitality Services? Explain.

   PART B — \( (5 \times 10 = 50 \text{ marks}) \)

   Answer any FIVE questions out of the following.

   All questions carry equal marks.

9. Discuss the classification of Services.

10. Enumerate the importance of Human Resources Development in Service Industry.


12. Whether Services need more Promotions than Products? Discuss.


15. Why Customer Expectations are not fulfilled in Services? Explain.

16. Elaborate the growing demand for Professional Services in India.
Diploma in Nursing Career in a hospital that was joined Karna to suggest the idea of Recovery, Varmann had him to undertake the treatment of Karna, a large specialty in charge of a resident at a non-profit hospital in Central India. It was in charge of the course of

Pharmaceutical company in Mumbai. In fact, the director of the private pharmacy was a management consultant who was

Pharmaceutical sales representative, customer responsiveness, would be extremely devoted and dedicated to the concept noted by Dr. Varmann; customer responsiveness to patients, in their patients. At least that is what consumers in the health industry, but to see similar consumer goods industry, but to see similar

Quality

Hospitals can use for measuring the service dimensions which Recovery, Chime's and marketing. Doctors as well as nursing staff to be explained why it would be necessary for

Chime's and Hospitals.

Suggest a positioning strategy for Recovery

Questions:
promising to be different. But over time, disillusionment set in as Karuna’s image and response to the environment diluted its equity.

“Now that we have decided to do this, we do not want to repeat old mistakes,” Varman had told Pulin during their first meeting. “Having worked at Karuna, we can see its weaknesses and why it’s losing saliency. Ten years ago, when it was established, we believed it was going to add value to our careers. We became a part of it because we were told that we are specialists who would bring exclusivity to the hospital. But soon, the focus shifted to fetching business and revenues. The management started hiring specialists and private practitioners, offering them cabins and consultancy arrangements at Karuna. The strategy was that these doctors would bring in their patients and use the infrastructure so that the hospital would start earning money.”

The Karuna management wanted to derive short-term benefits, than gradually build up clientele. But the strategy, it appeared, did not payoff. As Varman said: “Because there were many doctors and the business was not large enough in the first few months. Consequently, competition for business became cut-throat between doctors.” Despite modern amenities, state-of-art systems and numerous doctors, the image of the hospital was that of being too commercial—a fallout of the stigma of being a private hospital. It was common among doctors to slot every hospital under either category—a place where you get neglected to death or a place where you get researched to death. Karuna earned a new label—a place where you got cross-referred to death, for doctors at Karuna slowly took to enhancing each others earnings as they sent patients back and forth to doctors and specialists. At the end of his diagnoses, the patient ended up paying a huge amount of money for this treatment.

According to Varman, the high-cost, high-expectation syndrome hit the hospital. The initial promise of exclusivity and quality was lost. Karuna had the best doctors. But after-care was abysmal. With a view to keeping costs low, nurses, house-keeping staff and even the front office staff were hired cheap, training was virtually absent, and no attention was paid to end-user needs. Kayastha could see Recovery trying to be all that Karuna was not and desiring not to be all that Karuna was. If Kayastha thought Varman was hiring him for routine systems design and a patient management manual, he was mistaken. For Varman said: “We want to get Recovery’s positioning platform right and work on a sound marketing plan. What we want you to do is to help us build this brand, help ordinary doctors like us understand what brand-building entails and how it is managed in a service industry.”