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MBAS 557

**IV Semester M.B.A. Degree Examination, September/October 2022
(Regular and Repeater)
BUSINESS ADMINISTRATION
Services Marketing**

Time : 3 Hours

Max. Marks : 70

**SECTION – A
(Compulsory)**

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Design the segmentation, targeting, positioning and marketing mix for an Insurance and Banking firm. Use an example in your explanation.

SECTION – B

Note : Answer **any five** of the following. Answer to **each** question should **not** exceed **five** pages. **(5×8=40)**

2. Explain the different strategies for physical evidence with the example.
3. What is the importance of pricing in service sector ? Explain foundation for setting pricing.
4. Explain the factor effecting service quality design and layout.
5. Explain the different strategies for enhancing customer participation.
6. What are the steps in developing a new service offering ?
7. Explain the nature and scope of CRM in service marketing.
8. Broadly explain the marketing strategies for service firms with special reference to professional services.

P.T.O.



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

9. Case study :

Messrs Gautam Motors had been in existence for nearly thirty years. The company traditionally was dealing with a brand of commercial vehicles in the light and medium vehicle category. The operations involved marketing, sales, warranty servicing and spare parts supply, and non-warranty servicing of vehicles including body working, denting, panting, etc.

Over the years, the market for such medium-sized commercial vehicles remained static. The phenomenal growth in the motor car market prompted the company to give up its existing commercial vehicle dealership and switch over to another principal dealing with passenger cars and other light passenger vehicles. The passenger car market in India had transformed into a buyer's market. Not only was the competition between different car manufacturers quite intense but the competition between two dealers of the same vehicle manufacturer was also keen. Most of the automotive companies preferred to have multiple dealerships in large urban areas. Such inter-dealer competition was deemed essential by most vehicle manufacturing companies.

Mr. Agarwal, one of the owners/ directors of the company, was thinking about the quality policy during the period of switch over. During a meeting of all relevant executives held at his behest, the issue of service quality was discussed extensively. While Gautam Motors had a long standing reputation as a commercial vehicle dealership, the question arose whether the same techniques of success could be used in the car market.

What should be the formal goals of our quality policy, asked Mr. Agarwal during the meeting. Would the change of clientele and business from commercial vehicles marketing to passenger cars marketing mean a dramatic change in the service policies. How would we plan to implement an excellent service quality policy ? Will it require a different set of skills from those acquired during the commercial vehicles marketing ?



Is the reputation of the principal company the main factor in the decision to buy a particular brand of car? If so, excessive expenses and elaborate measures taken by the dealer would be superfluous. Therefore, what should be the major areas of focus in the quality field for the newly formed dealership? How different will it be from the previous quality control efforts?

Mr. Jayesh, a marketing executive, felt that the quality control process will have to be applied to each area of the business such as marketing and sales, vehicle financing, pre-delivery inspection, warranty servicing, warranty repairs, general workshop repairs, etc. He felt that elaborate inspection procedures and development of quality norms was most essential to enhance the reputation in the motor car market.

- a) Identify the old and new customer segments and needs of each new segment.
 - b) Identify the specific concerns of the customers in each of the service areas.
 - c) Design quality checking sheets for each area of operation to ensure a reputation for high quality for the company.
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