

Total number of printed pages-4

47 (4) MNSR 4.4

2013

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 answer : 1×10=10
- (a) In _____ strategy, the consultant charge fee higher than the market.
 - (b) What is Service Marketing ?
 - (c) BPO stands for ?
 - (d) There are _____ types of call centres.
 - (e) ATDC stands for ?
 - (f) Give an example of service sector firm in public sector.

Contd.

(g) Insurance means _____ of risks.

(h) There are _____ mixes in product marketing.

(i) KPO stands for ?

(j) Services are _____ in nature.

2. Give short answer : (any five) $2 \times 5 = 10$

(a) Mention two thrust areas for medicare services.

(b) Who is a tourist ?

(c) What do you mean by vocational education ?

(d) Define Personal Care Services (give example).

(e) Define the perishability characteristic of services.

(f) Mention different types of Hospitals.

(g) State two objectives of transport marketing.

Answer any four :

$5 \times 4 = 20$

(a) Illustrate with example the importance of word-of-mouth promotion in marketing of services.

(b) Discuss the recreation component of tourism product.

(c) "Environment friendly Technology" as a feature of services. Discuss.

(d) Write the chart of classification of services. Explain any one service sector.

(e) Explain the components of marketing mix in marketing of tourism services.

(f) State five characteristics of services.

(g) Briefly explain the product mix at banks.

(h) State the importance of physical attraction in marketing services.

4. Answer *any five* :

8×5=40

- (a) The importance of service marketing towards the economy of a country. Explain.
- (b) Differentiate between product and service.
- (c) Explain the strategic marketing for elementary education and intermediate education.
- (d) Illustrate with a diagram the product mix of tourism sector.
- (e) What are Consultancy Services ? Discuss the importance.
- (f) Discuss the components of promotion mix for hospital marketing.
- (g) What are the hurdles faced by marketing professionals while marketing services? Discuss.
- (h) Discuss sales promotion technique applied in Banking Services.