

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

II –MBA II-Semester Model Paper (BR23), May 2025

MARKETING OF SERVICES (MBA)

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)

All Questions Carry Equal Marks

PART - B Compulsory (1 x 10 = 10 Marks)

PART -A

UNIT-I		Marks	CO	BL
1.a)	Define Services and explain about various types of services.	6M	Co1	BL1
b)	Explain the salient features of service .how it differ from goods.	6M	Co1	BL2
OR				
2.a)	Explain the process of market segmentation.	6M	Co1	BL2
b)	Discuss about planning and branding of service products.	6M	Co1	BL2

UNIT-II		Marks	CO	BL
3.a)	Explain service pricing objectives.	6M	Co2	BL2
b)	What are the emerging strategies for pricing a service?	6M	Co2	BL1
OR				
4.a)	What is service promotion? Explain its significance?	6M	Co3	BL1
b)	Discuss the role of marketing communication mix in promotion of services.	6M	Co3	BL2

UNIT-III		Marks	CO	BL
5.a)	What do you understand by service quality and productivity?	6M	Co4	BL1
b)	Explain about SERVQUAL.	6M	Co4	BL3
OR				
6.a)	Why is building customer relationship important in services industry?	6M	CO4	BL1
b)	Discuss the strategic responses to intangibility of service performances?	6M	CO4	BL3

UNIT-IV		Marks	CO	BL
7.a)	Identify and explain the elements of physical evidence.	6M	CO5	BL2
b)	Discuss the steps of managing service processes.	6M	CO5	BL2
OR				
8.a)	Explain the customers' role in service delivery.	6M	CO5	BL2
b)	Discuss the key role of service employees in a service business.	6M	CO5	BL2

UNIT-V		Marks	CO	BL
9.a)	Explain the marketing mix applied for financial services.	6M	CO6	BL2
b)	Discuss the market segmentation of hotel services.	6M	CO6	BL2
OR				
10.a)	Explain the marketing mix of educational services.	6M	CO6	BL2
b)	Discuss in detail the marketing of public utility services.	6M	CO6	BL2

PART – B

CASE STUDY		Marks	CO	BL
11	<p>Mr. Suresh Mehta, a fresh software Engineer, developed a new software service during his M.Tech. course. Upon passing out, he invested a small capital to commercialize and selling the service under the brand name 'MIN'. Coming from a middle-class family himself, Suresh decided to price his service much lower than the other similar service available in the market at that time. His pricing strategy paid rich dividends and MIN became an instant success. Using his newly acquired financial strength, Mr. Suresh developed a premium quality service with a unique features. Although, the cost price of this service was itself high, Mr. Suresh, again priced it substantially lower to be a comparable services in the market by maintaining a low profit margin.</p> <p>Questions:</p> <p>1) Suggest an appropriate marketing strategy to Mr. Suresh</p> <p>2) Do you feel Mr. Suresh committed a pricing mistake in the case of the premium service? Justify your answer with suitable reasons.</p>	10M	CO2	BL4
