

Course Code: 23MB4EM01  
**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY &  
 SCIENCE(AUTONOMOUS)**  
*II –MBA II-Semester Regular Examinations (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**

<b>UNIT-I</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
1.a)	Explain the fundamental characteristics that differentiate services from goods.	6M	CO1	L2
b)	Describe the concepts of targeting and positioning in services marketing.	6M	CO1	L2
<b>OR</b>				
2.a)	Outline the primary ways in which services can be classified.	6M	CO1	L2
b)	Develop a branding strategy for a new service concept.	6M	CO1	L3
<b>UNIT-II</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
3.a)	Describe the various monetary pricing objectives that service organizations might adopt.	6M	CO2	L2
b)	Analyze how various factors might influence the pricing objectives of a well-established service provider.	6M	CO2	L3
<b>OR</b>				
4.a)	Explain the fundamental role of marketing communication in the context of service promotion.	6M	CO3	L2
b)	Develop a comprehensive marketing communication strategy for a specific service business	6M	CO3	L3
<b>UNIT-III</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
5.a)	Explain the key strategies that service organizations can implement.	6M	CO4	L2
b)	Outline the key factors that service organizations need to consider when trying to understand customer needs and expectations.	6M	CO4	L2
<b>OR</b>				
6.a)	Explain the concept of service failures and discuss the importance of having effective service recovery strategies.	6M	CO4	L2
b)	Explain the customer relationship management significance in the context of service businesses.	6M	CO4	L2
<b>UNIT-IV</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
7.a)	Provide examples of different types of physical evidence in service settings.	6M	CO5	L3
b)	Discuss the roles of both employees and customers in the service delivery process.	6M	CO5	L3
<b>OR</b>				
8.a)	Evaluate how effectively physical evidence contributes to the overall customer experience and suggest potential improvements.	6M	CO5	L3

- |    |   |    |     |    |
|----|---|----|-----|----|
| b) | Describe the role of technology in managing service delivery processes. | 6M | CO5 | L3 |
|----|---|----|-----|----|

#### UNIT-V

<b>Marks</b>	<b>CO</b>	<b>BL</b>
--------------	-----------	-----------

- |      |   |    |     |    |
|------|---|----|-----|----|
| 9.a) | Describe the key considerations that differentiate the marketing of health services from other service sectors. | 6M | CO6 | L2 |
| b)   | Explain how Professional Services characteristics influence marketing approaches.                               | 6M | CO6 | L3 |

#### OR

- |       |   |    |     |    |
|-------|---|----|-----|----|
| 10.a) | Differentiate the marketing approaches of two different types of professional services                  | 6M | CO6 | L3 |
| b)    | Explain how the concept of "experience" is central to the marketing of hospitality and tourism services | 6M | CO6 | L2 |

### **PART – B**

#### CASE STUDY

<b>Marks</b>	<b>CO</b>	<b>BL</b>
--------------	-----------	-----------

- 11 "Health Connect 24/7" launched six months ago in rural Andhra Pradesh, aiming to provide accessible healthcare through a mobile application offering online consultations with doctors. Their initial marketing focused on community health worker outreach and basic digital advertisements in local languages. However, adoption rates have been low, with many residents citing a lack of digital literacy and trust in remote consultations. Furthermore, the service has faced challenges in ensuring consistent internet connectivity for both doctors and patients in remote areas, impacting service quality and user experience.

10M	CO4	L3
-----	-----	----

#### **Questions:**

1. Identify at least two specific barriers hindering adoption and service delivery.
2. Based on the current situation, suggest two revised or additional implementation strategies that could adopt to improve service accessibility.

\*\*\*\*\*