

2023

Time - 3 hours

Full Marks - 80

Answer ALL questions.

Figures in the right hand margin indicate marks.

1. Define 'Services'. State their distinctive features, classify services, and discuss the reasons of growth of services sector in India. Outline the services marketing management process. [16]

OR

What is a 'Services Marketing Triangle'. What is its importance in marketing planning ? Describe the applications of different elements of services-marketing-mix in the internal marketing, external marketing and interactive marketing. Illustrate your answer with suitable examples.

2. In which respect 'Marketing of Services' is different from 'Marketing of Manufactured Products' ? What is the services marketing planning ? Discuss with suitable example, the applications of services marketing-mix in strategic services marketing. [16]

OR

What is the importance of Segmentation, Targeting and Positioning in services marketing ? What are the steps adopted for their effectiveness ? Illustrate your answer with suitable examples.

3. Define 'People' in services marketing. Discuss their importance and roles taken in strategic services marketing planning. Discuss the challenges of managing 'People' in services marketing. [16

OR

Define 'Total Quality Management'. Identify the gaps identified in 'Gap Model', suggest the steps to be adopted in bridging different gaps of services marketing as per this model. Outline the challenges for total quality management in services marketing.

4. What is the importance of Customer Service Delivery. How far different service firms have adopted different approaches of services delivery ? How are Customers Feedback and roles of customers are important in designing effective services delivery system ? [16

OR

What is the role of technology in services marketing. How different IT devices have been instrumental in the success of different services firms ? Do you think IT is helping in observing ethical practices in services marketing ?

5. What do you mean by 'Financial Services' ? What is the classification of financial services and what is Marketing of Financial Ser-

[3]

vices ? Taking one of the financial services firm, discuss its marketing practices. [16]

OR

What are the problems and prospects of tourism marketing in Odisha ? What marketing strategies are required for the promotion and growth of tourism marketing in this state ?