MB-114

Sl.No. : **Total No. of Pages : 3**

Third Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (NON - CBCS)
MANAGEMENT
Services Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Q1) **Answer any Five sub-questions. Each Sub question carries Three marks.** **[5 × 3 = 15]**

a) What is Service positioning?

b) What are extended marketing mix elements in services?

c) State the methods of pricing the services.

d) What is Services Marketing?

e) What is Stock market?

f) What is JIT?

g) What is retention strategy?

SECTION - B

Answer any four questions. Each question carries Five marks. **[4 × 5 = 20]**

Q2) What are IT enabled services? Give few examples.

Q3) What is relationship marketing? How is it important in services?

Q4) What are the differences between product and a service marketing?

Q5) What are the components of service promotion mix?

Q6) Explain the elements of a tourism product.

Q7) Explain the reasons for service failure.

SECTION - C

Answer any three question. Each question carries Ten marks. [3 × 10 = 30]

Q8) Explain the role of CRM in delivering a customer relationship strategy.

Q9) Discuss the major players in marketing financial services.

Q10) Explain the various types of hospitality products marketed in India.

Q11) Differentiate between marketing of FMCG goods and Life Insurance products.

Q12) Explain the role of service industry in economic development of a nation

SECTION D

Q13) **Case (Compulsory)** **[1 × 15 =15]**

The 'Customer' as a 'Case'? Patient Dignity and Service Quality in a Tertiary Hospital. Protecting the dignity of the patient is a must for any hospital, both for compliance with the laws of the land and for preventing bad word-of-the-mouth. This fictitious case (based on generalized experience) discusses a crisis situation that emerges out of the violation of a patient's dignity due to the action/inaction of paramedical/medical personnel in a tertiary care hospital that was well- known for providing service with a humane touch, and the role of the management systems and the Medical Director in crisis prevention and crisis management.

Issues:

- Dignity of the customer (patient) and the Consumer Protection Act.
- Role of training, corporate culture, reward systems, and disciplinary action in ensuring service quality from medical and paramedical personnel
- Role of corporate communications (internal and external) in crisis prevention as well as crisis management

It was the fifth successful year of operations for CareServ Hospitals, India's leading chain of corporate hospitals. Its flagship hospital in New Delhi had, by then, established itself as the premier provider of choice for tertiary care...

Questions

a. The 'incident' involving the 'violation of a customer's dignity' can be viewed as a failure to maintain the high levels of service quality that CareServ Hospitals was known for. Do you agree with Dr. Srivastava's proposed course of disciplinary action? If yes, why? If not, suggest a suitable alternative and provide the rationale for your decision.

b. How can CareServ Hospitals prevent such incidents in the future, either in the same location or in other locations?

c. In the context of a chain of corporate hospitals, discuss the role of corporate communications (both internal and external) for crisis prevention as well as for crisis management.

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