

With help of a unique colour code system, sorting of thousands of tiffin boxes is carried out within few minutes, at destination, thanks to the splendid team spirit and meticulous timings.

Although the common working Mumbcikar is getting home cooked food at all nooks and corners of the metro city due to efficient system of MNFCL, off late, there has been a marked decline in business, on account of changes in working and eating habits. MNTCL is showered with sigma ratings and affectionately called as 'Management Guru'. At Premier institutes, the office bearers deliver lectures on managing operational hurdles and sustaining high quality of services.

Questions :

- (a) Critically examine the factors which have led to achievement of excellence in the service provided by MNTCL.
- (b) Suggest suitable measures for improvement in business growth and higher profitability for business continuity in the years to come, for MNTCL.

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M.B.A. DEGREE EXAMINATION, JUNE 2016.

Fourth Semester

General/Marketing

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Explain the characteristics of services.
2. How to classify services? Give suitable illustrations for each.
3. What are the components of service marketing mix?
4. How are pricing decisions to be taken in services marketing?
5. List out and define five dimensions of service quality.
6. Explain the marketing strategies for service firms.

7. Discuss some issues related to public utility services.
8. Write on the growing importance of educational services.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Write in detail the factors involved in Design and Development of service marketing system in an organization.
10. Write in detail about the 7 P's of service marketing.
11. Explain the basic strategies for matching supply and demand.
12. What are the main approaches adopted while pricing the services? Explain the factors affecting pricing decision of services.
13. Describe how market segmentation can be used in service. Explain the criteria for segmenting.
14. Discuss the characteristics of major e-services provided in India. What steps/ precautions should be taken by marketer of e-service to ensure effective customer relationship and full customer satisfaction?

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15. What do you understand by the term distribution channel? Describe the various distribution growth options. What are the main steps involved in developing the channel design?
16. Explain the role of service Employees in achieving better customer satisfaction in Hospital Marketing.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Case study :
Mumbai Nutan Tiffin Carriers Ltd MNTCL, comprising of around 8000 semilite ate 'dabbawalas' of Mumbai, every day deliver more than 8.00 lakh tiffin boxes to working people across the city and later return the empty Tiffin boxes to theft respective homes same day. A meager amount of Rs. 300 p.m. is charged for this indispensable service, providing home cooked food to working people at their work place. In spite of complexity, hurdles of transport system and adverse climatic conditions, the quantum of error is as low as 1 error in 8 million deliveries.

The modes of conveyance used are bicycle, manually driven trollies and suburban local trains. The entire process of giving / taking delivery is carried out with help of 3 different sets of carriers.-

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