

## THIRD SEMESTER

## Paper IV — SERVICE MARKETING

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

## PART A — (5 × 3 = 15 marks)

Answer ALL questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. (a) Classification of Services.
- (b) Services marketing mix.
- (c) Customer retention.
- (d) Demand Forecasting.
- (e) Service Innovation.

## PART B — (5 × 8 = 40 marks)

Answer ALL questions.

Each question carries 8 marks.

Each answer should not exceed 6 pages.

2. (a) Explain concept, characteristics and classification of service.
- (b) Explain about trends in service marketing.

Or

3. (a) Explain about Pricing in services.
- (b) Discuss about 5P's of Service marketing.

Or

4. (a) Explain about meaning and Dimensions of service quality.
- (b) Write about claim settlement and reinsurance.

Or

5. (a) Explain about Strategic Planning Process and problems in marketing planning.
- (b) Write A NOTE ON "Managing Demand Supply".

6. (a) Write about new service development process.

Or

- (b) Write a note on "high performance service innovations".

PART C — (1 × 15 = 15 marks)

Case Analysis – Compulsory.

7. The case discusses the rural marketing initiatives of Hero Honda Motors Limited (Hero Honda), a leading two wheeler company in India. Hero Honda, which was the result of a joint venture between Japan-based Honda Motor Company Limited (HMCL) and the India-based Hero Group, began its operations in 1984. In late 2007, Hero Honda started putting emphasis on the rural markets. In December 2007, the company started a separate 'rural vertical'. To strengthen its network in rural areas, the company started sales, servicing, and spare part outlets in several small towns and villages across the country. The company recruited local people as sales executives and trained them to market its products to rural consumers.

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In the fiscal year 2008-09, the sales of Hero Honda from the rural market amounted to 40 percent of the total sales compared to 35 percent during the fiscal year 2007-08. The case details the rural marketing strategies of Hero Honda and examines the potential of Indian rural market for two wheelers.

- (a) SWOT the HERO HONDA at the time of 2007?
- (b) Discuss the Marketing Strategies of Hero Honda at the time of 2007.
- (c) Why rural marketing is important in India?
- (d) Discuss the product strategy of splendour by Hero.
- (e) Discuss the product strategy of Shine by Honda.