

Code No: **24BA3T4MA**

**II MBA - I Semester - Regular Examinations - DECEMBER 2025**

**SERVICES MARKETING**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains two Parts: Part-A and Part-B.  
 2. Part-A contains 5 essay questions with an internal choice from each unit.  
 Each Question carries 12 marks.  
 3. Part-B contains one Case Study for 10 Marks.  
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

**PART - A**

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
1.	a)	Discuss how services support and shape the growth of today’s economy.	L3	CO1	6M
	b)	Evaluate the importance of understanding customer needs in effective service marketing.	L5	CO1	6M
<b>OR</b>					
2.	a)	Demonstrate how providers, processes, and customers interact to form a service system.	L3	CO1	6M
	b)	Discuss the role of relationship marketing in creating long-term value.	L3	CO1	6M
<b><u>UNIT – II</u></b>					
3.	a)	Examine how market segmentation drives effectiveness in service marketing with recent examples.	L3	CO2	6M

	b)	Explain strategies to create and sustain valued relationships for customer loyalty.	L3	CO2	6M
<b>OR</b>					
4.	a)	Analyze the strategies for positioning a service in a competitive market with suitable examples.	L4	CO2	6M
	b)	Bring out the challenges and strategies in new service development with examples.	L3	CO2	6M
<b><u>UNIT-III</u></b>					
5.	a)	Evaluate value-based pricing strategies in financial services and their competitive advantage.	L5	CO3	6M
	b)	Explain the challenges organizations face when setting prices for services.	L3	CO3	6M
<b>OR</b>					
6.	a)	Discuss about the foundations of pricing objectives.	L1	CO3	6M
	b)	Examine the balance between pricing and demand in service organizations to achieve business objectives.	L3	CO3	6M
<b><u>UNIT – IV</u></b>					
7.	a)	Explain how marketing communication brings customer trust and reduces service intangibility in banking within a year.	L3	CO4	6M
	b)	Explain how elements of the service marketing communication mix bring customer engagement.	L3	CO4	6M
<b>OR</b>					

8.	a)	Evaluate the marketing communication mix in supporting effective service promotion.	L5	CO4	6M
	b)	Examine the significance of communication objectives in achieving service goals.	L3	CO4	6M
<b><u>UNIT – V</u></b>					
9.	a)	Explain the role of delivery systems in managing price, cyberspace, and time in services.	L3	CO5	6M
	b)	Explain how the marketing planning process brings effective strategy in services.	L3	CO5	6M
<b>OR</b>					
10.	a)	Examine the role of intermediaries in developing effective marketing plans for services.	L3	CO5	6M
	b)	Physical evidence is a key component of service delivery. Explain its role in enhancing the service experience.	L3	CO5	6M

### **PART – B**

	<b>CASE STUDY</b>	L4	CO2	10 M
11.	HDFC Bank has been one of the leading private sector banks in India, known for its retail banking services. With increasing competition from both public sector banks like SBI and other private banks like ICICI Bank, HDFC Bank felt the need to innovate its service delivery and enhance customer experience. The bank focused on digital banking			

initiatives, staff training, and building a strong brand presence through targeted marketing campaigns. The case study highlights HDFC Bank's measures to train and develop competent personnel, adopt technology for faster and convenient banking, and implement branding strategies to maintain a competitive edge.

**Issues:**

- a. Need for continuous training and development of banking personnel.
- b. Building and sustaining a strong banking brand.
- c. Leveraging technology to enhance customer experience in banking services.

**Introduction:** Since the liberalization of the Indian banking sector in the 1990s, private banks have been aggressively competing to gain market share. HDFC Bank, established in 1994, emerged as a pioneer in customer-centric retail banking. With competitors offering innovative products, digital solutions, and aggressive marketing campaigns, HDFC Bank had to revamp its services. Initiatives included staff training for improved customer interaction, implementation of mobile and internet banking platforms, and campaigns to strengthen its brand image.

**Questions:**

- a) Changing customer perception in a competitive market is challenging. Evaluate to what extent HDFC Bank has succeeded in enhancing customer satisfaction and loyalty.
- b) What branding strategies should HDFC Bank adopt to maintain its competitive advantage amid aggressive marketing efforts by other private and public sector banks?