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MMPM-005

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

Term-End Examination

June, 2026

MMPM-005 : MARKETING OF SERVICES

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *This paper consists of two Sections :
Section A and Section B.*

(ii) *Attempt any three questions from
Section A. All questions in this
Section carry equal marks.*

(iii) *Section B is compulsory.*

Section—A

60

1. What are the implications of service characteristics like intangibility and perishability for marketing of services like :

(a) Educational institutions offering undergraduate programmes

(b) A multispecialty hospital

Describe the solutions marketers can apply to overcome the implications of these characteristics.

2. How are different value perceptions held by consumers for services, utilized by marketers, in developing their pricing strategy for services like :

(a) An exclusive sports club

- (b) A restaurant situated in a busy office complex and serving breakfast and lunch options for office staff.
3. (a) Briefly comment upon the effect of servicescapes on the behaviour of service consumers.
- (b) Taking examples from the existing market scenario, explain the various roles of physical evidence in managing the intended and unintended cues for services.
4. Discuss the emerging trends in Services Marketing and Management that have added new dimensions and challenges for marketers, commenting upon trends like

connectivity, the 'F' factor and the paradigm shift from 4 A's to 5 A's. How should marketers prepare to address these challenges ?

Section—B

40

5. Carefully read the case study given below and answer the questions at the end of the case.

HABIBGANJ (RKMP) RAILWAY

STATION

(First ISO Certification railway

station of India)

Introduction

The Habibganj railway station is a suburban railway station of Bhopal City. It is fast

developing as a major passenger terminal. The station is very spacious and has all the facilities available. The station has achieved ISO 9001 : 2001 certification. The Bhopal Express (Habibganj-Nizamuddin and back) is the first train that has got an ISO certificate. The employees of the Habibganj railway station have done a great job for achieving the certificate for both the station and the train.

Objectives of the Station Superintendent of Habibganj Railway Station

The station superintendent of the Habibganj railway station set for himself the following

objectives with the aim of obtaining ISO certification :

- (i) To make the Habibganj railway station one of the premier railway stations and develop it as a model railway station.
- (ii) To Modernize various systems for service delivery and cleanliness.
- (iii) To work for development of customer friendly attitude.
- (iv) Improvement and maintenance of quality of product, services and building of relationship.

Quality Management System (QMS) Processes

Two types of processes were identified for effective operations of the QMS.

- (i) **Key processes** : These are processes that have a direct bearing in achieving the overall performance of the

employees and the railway station, including :

- (a) Train operations
- (b) Passenger reservation system
- (c) Train inquiry
- (d) Ticket and parcel booking
- (e) Carriage maintenance and cleaning
- (f) Passenger amenities
- (g) Service verification

(ii) **Support processes** : These are processes that support the key processes in achieving their objectives and administering the QMS. These are :

- (a) Management control
- (b) Control of documents

- (c) Control of non-performing agents
- (d) Internet audit
- (e) Control of monitoring and measurement devices
- (f) Overall improvement
- (g) Human resource management

Operations and Management of Quality

The objective of the railway authority (management) in ensuring train safety, maintenance of public amenities and provision of comfort to passengers at the Habibganj railway station were planned to be efficient, and the staff was trained to display a customer-friendly attitude and meet the expectations of the public in

general. This was thought to be achieved through ensuring :

- (i) Safety in train operations on the track when they are on the platform or in the shed.
- (ii) Punctuality of trains, and achievement of high degree of reliability in customer service.
- (iii) Maintenance of high degree of hygiene and cleanliness, and sanitation of the railway station, trains, parking areas and the open space around the station.
- (iv) Proactive approach in public comfort practices.
- (v) Upkeep of public amenities.
- (vi) Provision of modified facilities to the physically challenged passengers.

The following additional facilities were added at the station :

- (i) Currency changer machine
- (ii) Touch screen for PNR enquiry
- (iii) Platform ticket machine
- (iv) ISD/STD PCO
- (v) ATM machine
- (vi) Tea and coffee machine
- (vii) Freezer/heater
- (viii) Passenger operated inquiry machine
(three in numbers)
- (ix) Individual locker facilities (40)
- (x) Wheel chairs and modified toilets for the physically challenged passengers, and timetable in Brail lippie is also provided.

Questions :

- (A) Critically evaluate the quality of service initiatives put in place by the station authorities, keeping in view the GAP analysis model of service quality, identify the gaps that have been left unaddressed, for this public utility service.
- (B) How can the station as a public service provider communicate these initiatives effectively to its consumers ? Propose a integrated marketing communication plan for this service.

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