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Code No: BA1924

GEC-R14

MBA IV Semester Regular/Supple. Examinations, May 2017

**MARKETING OF SERVICES**

(Master of Business Administration)

Time : 3 Hours

Max. Marks : 60

**Note: Answer All Sections of Questions.**

**All Questions from Section- A are to be answered at one place.**

**SECTION-A**

**6 × 2 = 12M**

1. Write few characteristics of Service Marketing.
2. What is meant by Expected Service Quality?
3. How does CRM help to increase Customer Satisfaction?
4. How does Blue print differ from Service Map?
5. What is Service process redesign?
6. What is the purpose of Customer Linkage Data?

**SECTION-B**

**3 × 12 = 36M**

1. a) Customer equity is driven by 3 components; value equity, brand equity and relationship equity. Explain what these 3 components mean.

**(OR)**

- b) What is customer-centric thinking? Why it is critical to CRM system and Marketing Automation?
2. a) Discuss the methods of pricing the services and trace the scope and challenges involved in pricing of services.

**(OR)**

- b) What is service positioning? Discuss how the dimensions of service quality can be used for positioning strategies.
3. a) Discuss the stages in New Service Development process.

**(OR)**

- b) What are the various customers oriented pricing methods in Service Marketing? List two pricing methods used by a service organization.

## SECTION-C

**6 × 2 = 12M**

### **CASE STUDY:**

ICICI Bank was established by the Industrial Credit and Investment Corporation of India (ICICI), an Indian financial institution, as a wholly owned subsidiary in 1994. The parent company was formed in 1955 as a joint-venture of the World Bank, India's public-sector banks and public-sector insurance companies to provide project financing to Indian industry. The bank was founded as the Industrial Credit and Investment Corporation of India Bank, before it changed its name to the abbreviated ICICI Bank. The parent company was later merged with the bank.

ICICI Bank launched internet banking operations in 1998. ICICI's shareholding in ICICI Bank was reduced to 46 percent, through a public offering of shares in India in 1998, followed by an equity offering in the form of American Depositary Receipts on the NYSE in 2000. ICICI Bank acquired the Bank of Madura Limited in an all-stock deal in 2001 and sold additional stakes to institutional investors during 2001-02.

ICICI bank realized that though it held a substantial share in the credit card business, in the race for increasing numbers, it had not concentrated on quality of customer service. This case discusses the use of process improvement, technology and promotional measures by ICICI to improve customer service levels in the credit card segment.

In 2004, ICICI Bank was the second largest private commercial Bank in India with about 470 branches and 1800 ATMs. It provided a multitude of banking and financial services, namely banking, credit cards, loans, investments, NRI services and so on.

In the same period, its credit card division was ranked second, having about 2.4 million customers. The bank offered various categories of credit cards such as Premium (Solid Gold, Amex Gold), Classic (Sterling Silver, American Express Green, Mini, Easy Deposit-Gold and Silver).

"ICICI Bank has been a pioneer in introducing innovative digital services for the convenience of its customers. Online rail ticket booking on the Bank's website for customers of any bank is yet another exciting service for the rapidly growing digitally savvy customer base in India. With this service, users can search for trains, book an e-ticket, cancel a reservation as well as check their PNR status among others. The website will display latest information for services including train options and ticket availability by connecting directly with the reservation system of the Indian Railways on a real time basis.

The Bank services its large customer base through a multi-channel delivery network of 4054 branches, the largest among private sector banks, 12,964 ATMs (at September 30, 2015), call center, internet banking ([www.icicibank.com](http://www.icicibank.com)), mobile banking, banking on Facebook & Twitter as well as its digital wallet, Pockets.

### **Questions**

1. Increased usage leads to more spending on credit cards. Do you think ICICI bank was able to leverage this factor and build customer relationship and loyalties?
2. Highlight the various measures taken by the bank to retain its customers.