

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
MASTER OF BUSINESS ADMINISTRATION (Old Regulations)
III YEAR ASSIGNMENT QUESTION PAPER 2010-11

B 303: MARKETING OF SERVICES

Assignment No 1

Answer All Questions:

5 x 5 = 25

1. 'Public sector banks are also becoming consumer oriented in recent years' – discuss.
2. What are the problems faced by Foreign Tourists in India?
3. How do you differentiate marketing strategies for manufacturing concerns and service organizations?
4. Discuss the marketing strategies of Apollo and care Hospitals
5. Is the Consumer Always right? Explain with suitable examples.

Assignment No 2

Answer All Questions:

5 x 5 25

1. What are the challenges in marketing of family planning in India?
2. Design a market segmentation strategy for an advertising agency.
3. Examine Branding and Advertising strategies of State Bank of India.
4. Explain the importance of CRM in health care services.
5. Design a marketing strategy for educational services at elementary level in Andhra Pradesh.