3rd Semester Regular Examination 2017-18
Services Marketing (SM)
BRANCH : MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: B684
Answer Question No.1 and 2 which are compulsory and any four from the rest.
The figures in the right hand margin indicate marks.

Q1   **Answer the following questions :**   **(2x10)**
a) What do you understand by service failure?
b) What constitutes the service blue print?
c) What are the five criteria of evaluating service quality?
d) How service can be tangibalised?
e) What is the difference between augmented service and potential service?
f) Differentiate between standardization and customization.
g) How services can be packaged?
h) What do you mean by moments of truth?
i) What do you mean by zone of tolerance?
j) What is service recovery paradox?

                                                                          (2×10)
Q2   **Fill in the blanks with appropriate answer.**
a) A Service _____ is basically a flow chart of the service process.
b) _____ encounter is where customers interact with a service or part of it, through the mail.
c) Various components of service triangle are internal, external and _____.
d) The extended marketing mix elements in service are people, process and _____.
e) Augmented service provides service quality to people beyond their _____.
f) A service _____ is the best way to describe what happens to a consumer.
g) _____ is the service received minus service expected.
h) The objective of _____ type of pricing is to gain more market share.
i) _____ type pricing is mostly used for customized service.
j) A delighted customer may become _____ to the brand in future.

Q3   "Services are deeds, acts or Performances". Explain the statement in the perspective of Service Marketing. Make a comparative analysis between Goods and Services highlighting the characteristics of services.   **(15)**

Q4   Do both the employee satisfaction and customer satisfaction drive the service profit chain? Explain giving suitable examples. List out the steps a company should take for satisfying its employees as well as customers.   **(15)**

Q5 Draw the Gap Model and explain various types of gaps in delivery of services with suitable examples. Also state the advantage and limitation of the Gap Model. **(15)**

Q6 "Matching capacity and demand is difficult in service marketing as services cannot be stored". Explain different strategic approaches for managing supply and demand for services. **(15)**

Q7 "Consumers have a more difficult time evaluating and choosing services than goods". Explain the service decision making process highlighting how different is it from that of goods. **(15)**

Q8 Many banks are now targeting high net worth individuals for expending their business. In view of customer life time value, design various components of Customer Relationship Management (CRM) to establish long term relationship with this target segment. **(15)**