**MBA
15MNG305A**

3rd Semester Regular Examination 2016-17
SERVICES MARKETING
BRANCH: MBA
Time: 3 Hours
Max Marks: 100
Q.CODE: Y759
Q No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Part – A (Answer all the questions)

Q1 Answer the following questions: **(2 x 10)**
  a) How remote encounter is different from face to place encounter ?
  b) What do you mean by moments of truth ?
  c) What is basic service package ?
  d) Differentiate between augmented service and potential service. Give example.
  e) Define and explain customer life time value.
  f) What do you mean by zone of tolerance ?
  g) What is service recovery Paradox ?
  h) How service can be tangibalised ?
  i) Can service be packaged ? Justify your answer.
  j) In what way outsourcing helps in service operation ?

Q2 Answer all questions. Fill in the blanks with appropriate answer.   **(2 x 10)**
  a) In addition to four 'P's in marketing, there are three special 'P's for services which are process, people and _____.
  b) Augmented service provides service quality to people beyond their _____.
  c) Services go through a life cycle similar to products, with the important stages like Introduction, growth, _____ and decline.
  d) The marketing components of service marketing triangle are internal, external and _____.
  e) _____ is the minimum level of service the customer will accept.
  f) The components of measurement in SERVQUAL are reliability, Assurance, Tangible, _____ and _____.
  g) Intangibility, variability and _____ are three broad differences between goods and services.
  h) A service _____ is the best way to describe what happens to a consumer.
  i) All encounters or transactions where the customer interacted with the company are _____.
  j) _____ is the articulation of a brand building strategy for a service.

Part – B (Answer any four questions)

Q3 Explain the feature of services and how this is different from goods. Describe how consumer behavior in services buying might be different from consumer behavior in the Purchase of goods. **(15)**

Q4 Describe the Gaps model. Apply it to the Indian Railways and explain how it could be used to plug the possible gaps in service quality of Indian railways. **(15)**

Q5 What is SERVQUAL ? Using this scale how can you measure and compare public and private hospitals of your city ? Explain appropriate components of each scale. **(15)**

Q6 a) What is servicescapes ? How it is different from Physical evidence? Explain it taking example of any mall. **(7.5)**

b) What do you mean by service blue printing? Map a flow chart or service blue print of an Automated Teller Machine (ATM) for delivery of cash. **(7.5)**

Q7 An integration of internal marketing and external marketing is necessary to perform interactive marketing effectively. Discuss giving suitable example. **(15)**

Q8 Explain the role of CRM and outline the customer retention strategies in service marketing in the context of hotel industries. **(15)**