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Total number of printed pages – 3

MBA
MBA 307A

Third Semester Examination – 2013

SERVICES MARKETING

QUESTION CODE : C- 537

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 and 2 are compulsory and any **four** from the rest.

The figures in the right-hand margin indicate marks.

1. Explain the following : 2×10
- (a) Moments of truth
 - (b) Service scape
 - (c) CRM in services marketing
 - (d) Search quality vs. Experience quality
 - (e) Service recovery paradox
 - (f) Service blueprint
 - (g) Tangibilization of services
 - (h) RATER
 - (i) Basic Service Package (BSP)
 - (j) Zero defection

2. **CASE STUDY :** 10

In the shadow of the Cascade mountains lies Sunriver resort, Sunriver is situated on 3,300 acres of wooded, high-desert terrain. The resort community includes 35 miles of paved bike paths, 3 championship golf courses, 28 tennis courts, 2 swimming complexes, horse riding, rafting and a nature centre.

P.T.O.

“Services is something we pride ourselves in, and we want to be able to help our guests with absolutely everything they need.” says Wendy, a member of Sunriver’s marketing staff. Accommodations at the resort include 211 rooms and suites and over 225 private condominiums and homes for guest rental. Approximately 1600 people live year-around in Sunriver in condominiums or houses, and another 20,000 people visit the resort annually.

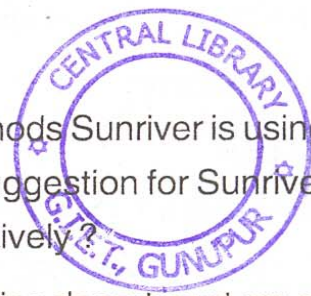
Like many resorts, Sunriver has two distinct peak seasons during which it must manage supply and demand. In the summer, golfers roam the resort’s 21,000 yards of courses set amid scenic woodlands and wet lands. In the winter, skiers flock to the resort to ski at Mount Bachelor, some 18 miles away.

One of the typical ways Sunriver matches supply with demand is with differential pricing. Visitors to the resort pay one of the three rates, depending on the dates of their visit. The pricing tiers are referred to as the ‘low’, ‘value’, and ‘peak’ season rates. Visitors not staying at the lodge can also use facilities, but at a higher cost. Another typical method utilized by Sunriver is a stringent reservation system. Guests must deposit an advance equal to two nights’ stay within 14 days of booking their reservations. They also must give 21-days’ cancellation notice in order to get their money back. If the resort is overbooked, guests reserving rooms and suites may be given upgrades into private condominiums or homes.

Sunriver has also developed ways to stimulate demand at low-usage times. When bookings are needed, the resort advertises ski and golf packages on the radio and in news papers in nearby towns. Besides offering golf and ski accommodations, the resort rents and sells bicycles, provides pony rides and offers daily activities for kids aged 3 to 10.

Questions :

- (a) What is your evaluation of the current methods Sunriver is using to manage supply and demand ? Do you have any suggestion for Sunriver in terms of managing supply and demand more effectively ?
- (2) Regular employees working in the accounting department are cross-trained to perform other duties apart from their original duties in times of peak



demands. Members of the convention staff learn front- desk check-in procedures for better interactive role with the guests, once they enter the resort. Would Sunriver improve productivity by cross-training its other employees, many of whom are seasonal and part-time ? Should full-time employees of other departments be cross-trained ?

3. Explain the important characteristics of services with suitable examples. Discuss what challenges they pose to the service marketer. 10
4. The Marriott group is planning to open a new hotel in Bhubaneswer.It has already established itself in the market as a premium class hotel chain. Advise Marriot in developing a marketing mix framework for the new location. 10
5. Define service quality. Explain the GAP model of service quality in the context of a low cost Airline Service. 10
6. Companies often find pricing of services more difficult than pricing of goods.Why ? Explain various approaches for pricing of services. 10
7. "An integration of internal marketing and external marketing is necessary to perform interactive marketing effectively." Discuss. 10
8. Explain various demand situations in service marketing. As a marketer what would be your strategies for demand management ? 10

