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Total Number of Pages : 02

MBA  
18MBA304A

3<sup>rd</sup> Semester Regular Examination 2019-20

SERVICE MARKETING

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR980

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- Differentiate between Augmented Service and Potential Service through suitable example.
- What are the additional 'P's in Service Marketing? How do they differentiate products and services?
- Explain briefly the continuum from Pure Product to Pure Service.
- What do you mean by moments of truth?
- What is basis service package?
- Can service be packaged? Justify your answer.
- What do you mean by Customer Life Time Value? Why is it important to a marketer?
- What do you mean by service recovery paradox?
- What are the components of service marketing triangle? Sketch their relationship.
- How remote encounter is different from face to face encounter?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- The process of service delivery can be mapped with a flow chart or a service blue print. Justify the statement in the context of preparing a Demand draft in a bank.
- Why service providers link employee satisfaction and customer satisfaction to company's profit? Justify the inter-relatedness with example.
- "The service scape creates a mood, a longing, an attraction or a desire to visit the service provider". Explain with example.
- Companies often find pricing of services more difficult than pricing of goods. Explain various approaches for pricing of services.
- Discuss the service provided by Government to its consumers through Direct Benefit Transfer and its impact on the consumer satisfaction.
- "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.
- Define service quality. Explain the GAP Model of service quality in the context of Indian Railways.
- Explain the role of visibility in service design.
- How can a service marketer make use of data mining to improve its performance?
- Explain the process of service delivery by "SWIGGY".
- What do you mean by co-marketing? Explain the co-marketing at Petroleum retail outlets.
- What is single window service concept? Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- 210 210 210 210 210 210 210 210
- Q3** What is SERVQUAL? Using this scale how can you measure and compare the qualities of various Management Institutes of your city or State? Explain with appropriate components of each scale. **(16)**
- Q4** a) Why are emotions involved in many service sectors jobs? What impact does this have on the employees, and the managers who hire, motivate and manage them? **(8)**  
b) Service Provider sometimes receives complaints from customers. If they do not respond rightly, it may lead to service failures. Hence how do the service providers respond to the complaints? **(8)**
- 210 210 210 210 210 210 210 210
- Q5** a) Imagine a bank which does not have a branch at all. All the customer's work happens over the Internet or via telephone banking. As a customer would you like to open an account there? Why, or why not? **(8)**  
b) How can you improve the waiting process of a Restaurant? Explain the possible improvements in the waiting process. **(8)**
- 210 210 210 210 210 210 210 210
- Q6** a) A Public Sector Bank is trying to change the way it is perceived by its Customers. It is seen as a slow bank with low technology and customer unfriendly attitudes. Advise the bank on what strategies it should implement on the operation, technology and people fronts including any elements of the 7 P's. **(8)**  
b) "Receive a guest and send back a friend" What is the significance of this statement in Service Marketing? Explain the role of CRM and outline the customer retention strategy in Service Marketing. **(8)**