

**Services Marketing (18MBA-304A)**

**Total Marks : 15**

**Time: 1 Hour**

**INSTRUCTIONS**

- This paper will have an everlasting impact on you, but do complete it in 1 hour
- This is your Moment of Truth and your answer is your Physical evidence
- It is great to have choices in life but all questions are compulsory in Q1.

**Q1. Answer ALL the following questions briefly (compulsory):**

**(1 x 5)**

1. What is Service? What are its characteristics of services?
2. Adequate Service, Zone of Tolerance
3. Customer Perceived Value. Draw the diagram
4. Tangibility Spectrum
5. SERVQUAL

**Answer any two questions from the following:**

**(2.5 x 2)**

6. A restaurant in its print radio and local tv ads communicated the customers about its delicious food, ambience and exceptional service. But the restaurant did not train its employees, neither was paying them well, as a result the employees of the restaurant were not motivated to give their best and deliver what was communicated to its customers. When the time came for the moment of truth customers were dissatisfied. What framework should have the company followed? Explain
7. Mr. Babumoshai Bandoobaz wants to do MBA. Can you describe the types of encounter that Mr. Babumoshai Bandoobaz will have? Also describe the process that the college should have to ensure Mr. Babumoshai Bandoobaz is convinced to join the college.
8. How is buying Mobile phone different from buying a stay in Mayfair?

**Long Question. Any one**

**(5 marks)**

9. What kinds of Gaps can be there in a Hotel business? Explain in details
10. You are running a Hotel business. You have periods of high demand and low. How do you manage demand and capacity? Explain

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- Writing the exam is a test of what you have got in the classes till now and not what you hope to get out of writing. Leave that to your Professor.
- Enjoy writing the paper from the heart, as if you and the paper are one.
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- Don't get nervous..... It is not a nuclear weapon of mass destruction

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*(Answer as per the instruction given in each question)*

**I. Explain all the following questions briefly :**

**[1x5=5]**

1. What is Service? What are its characteristics of services?
2. Adequate Service, Zone of Tolerance
3. Customer Perceived Value. Draw the diagram
4. Tangibility Spectrum
5. SERVQUAL

**II. Answer any two questions :**

**[2.5x2=5]**

6. A restaurant in its print radio and local tv ads communicated the customers about its delicious food, ambience and exceptional service. But the restaurant did not train its employees, neither was paying them well, as a result the employees of the restaurant were not motivated to give their best and deliver what was communicated to its customers. When the time came for the moment of truth customers were dissatisfied. What framework should have the company followed?
7. Mr. John Cena wants to do MBA. Can you describe the types of encounter that Mr. Cena will have? Also describe the *process* that the college should have to ensure Mr. Cena is convinced to join the college.
8. How is buying Mobile phone different from buying a stay in Mayfair?

**III. Answer any one question :**

**[5 Marks]**

9. What kinds of Gaps can be there in a Hotel business? Explain in details
10. You are running a Hotel business. You have periods of high demand and low. How do you manage demand and capacity? Explain.



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3<sup>rd</sup> SEMESTER (BATCH 2015-17)

CLASS TEST - I

## Services Marketing (MNG-305A)

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**I. Explain the following terms :**

**[0.5x10=5]**

1. What is Service? What are its characteristics of services?
2. Adequate Service, Zone of Tolerance
3. BSP
4. Hard standards and Soft standards
5. Customer Perceived Value. Draw the diagram
6. Service Blueprint
7. Tangibility Spectrum
8. SERVQUAL
9. Synchro Pricing
10. Physical Evidence

**II. Answer any two questions :**

**[2.5x2=5]**

1. What do you mean by Services Marketing Triangle?
2. Differentiate between Goods and Services?
3. Service Encounters? What are its types?

**III. Answer any one question :**

**[5 Marks]**

1. Explain the Gaps Model of Services marketing with proper examples.
2. How do you manage demand and capacity? Explain