

Registration No :

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Total Number of Pages : 02

MBA
15MNG305A

3rd Semester Regular / Back Examination 2018-19

SERVICES MARKETING (SM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : E406

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

- Make classification of service product on any defined criteria with examples?
- Define the term 'service' in the context of marketing management?
- What do you mean by 'moment-of-truth'?
- What do you mean by 'service continuum'?
- What do you mean by service process re-engineering?
- Provide some examples of customer profitability segment?
- Differentiate the 'relationship marketing' from 'transactional marketing'?
- Give two hypothetical examples of successful service-scape with justification?
- Give two examples of service failure in the DTH service providers' industry.
- "Consumer is the co-producer in the service marketing management". Elaborate this statement?

Part- II

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

- Give three important reasons behind the huge growth of service economy in India with justifications?
- What do you mean by 'zone of tolerance'? What are its strategic relevance while formulating recovery strategies?
- Why extra 3Ps are required in addition to the traditional marketing-mix for the marketing of services? Explain your answer keeping in view the recent condition of telecommunication services?
- Explain the challenges of service marketing in Indian context with appropriate examples?
- What is the importance of distribution channel for the marketing of services? Explain different types of channel conflict?
- What are various functions of packaging? How, packaging functions also justify the service brand?
- What do you mean by customer life-time value? How, the knowledge CLV is important for the service marketers to retain the current customer?
- Expand this statement - "customers are productive resources & contributors to service quality"? Propose some strategies to enhance customers' participation in service delivery with appropriate examples?

- i) You have decided to be the entrepreneur of a fast-food retail chain after your management degree. According to prior study, you have made a strategy to open it in four major towns of Odisha in such a manner that the entrepreneur reputation/corporate brand can be appropriately build. Suggest the branding and packaging strategies in the said situation?
- j) What is the importance of buying roles in purchase decision making of service products? Explain the personal and psychological factors that influence the consumer behavior towards service market offerings?
- k) What is 'service triangle'? Which component of service marketing-mix is generally strategized by the service organization with the service triangle? Explain with examples.
- l) You are the research consultant for a successful entrepreneur of a physiotherapy organization for the old aged persons in small towns of India. The entrepreneur asked you to do a research regarding entry strategy to the metro cities of India. Explain research process in this context?

Part-III

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

- Q3** What are various objectives of pricing relating to service market offerings? Explain different pricing strategies? Which pricing strategy is appropriate for multiplex service providers in India? Justify as a research consultant? (16)
- Q4** What are various demand patterns for the service products? Explain the strategies to match the demand & capacity, relating to a chain of private hospitals providing medical services, which has number of branches in various towns of Odisha? (16)
- Q5** LINGARAJ LASI, a famous traditional summer drink (LASI) provider in all most all seasons. It is generally facing serious problem of serving customers timely at the evening of summer season, for which customers show their dissatisfaction, even if having the good quality of product. Suggest various recovery strategies for the above said service failure? (16)
- Q6** A chain of private education service provider proving services of private coaching to the candidates of various competitive examinations for the Government jobs. Justify the appropriate promotion-mix to promote the above said service product in south Indian states? (16)

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Total Number of Pages : 01

MBA
MGT405A

4th Semester Back Examination 2017-18
SERVICES MARKETING (SM)
BRANCH : MBA
Time : 3 Hours
Max Marks : 70
Q.CODE : C402

Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1. Answer briefly the following questions :** (2 x 10)
- a) What is the importance of physical evidence in services marketing?
 - b) What do you mean by remote encounter?
 - c) How services can be packaged?
 - d) Name the various dimensions of service quality.
 - e) What are the components of a Basic Service Package (BSP)?
 - f) How branding can play an instrumental role in marketing of services?
 - g) Write the components of a service triangle.
 - h) What is the importance of Service scape?
 - i) What do you understand by Zero defection.
 - j) How relationship marketing is different from transactional marketing?
- Q2.** "Despite of the marketing challenges faced by the services industry in India, there is a magnificent growth in this sector". Enumerate the reasons. (10)
- Q3.** What is service blueprinting? Discuss the components of a service blueprint, by citing an example from banking sector. (10)
- Q4.** Design a CRM program for a bank you are acquainted with. (10)
- Q5.** "Demand – supply management is a herculean task in any service industry" Discuss with examples the two prime strategies for matching demand and supply. (10)
- Q6.** Discuss the reasons for service failure and also explain why it is important for a firm to have a strong recovery strategy? (10)
- Q7.** Define service quality and enumerate the application of SERVQUAL. Explain the GAP model of service quality. (10)
- Q8.** Write short notes on : (any TWO) (5 x 2)
- a) Services marketing mix
 - b) Health tourism
 - c) Service encounter

- 4
- 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)

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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 tangibilised ?
- 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)

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MBA
MGT 305A

3rd Semester Regular / Back Examination 2015-16

SERVICES MARKETING

BRANCH:

Time: 3 Hours

Max marks: 70

Q.CODE: T632

**Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.**

Q1 Answer the following questions: **(2 x 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) Customer life time value
- i) Basic Service Package (BSP)
- j) Zero defection

Q2 a) CASE STUDY: **(10)**

In the shadow of the Cascade mountains lies sun river 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.

"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:

- 1- 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 Sun river 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?
- Q3 Explain the important characteristics of services with suitable examples. Discuss what challenges they pose to the service marketer. (10)
- Q4 "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 strategies in service marketing. (10)
- Q5 Define service quality. Explain the GAP model of service quality in the context of a low cost Airline Service. (10)
- Q6 Companies often find pricing of services more difficult than pricing of goods. Why? Explain various approaches for pricing of services. (10)
- Q7 "An integration of internal marketing and external marketing is necessary to perform interactive marketing effectively." Discuss. (10)
- Q8 Explain various demand situations in service marketing. What strategies do you suggest for balancing supply-demand position? (10)

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Total Number of Pages: 02

MBA
MGT- 405A

Fourth Semester Examination – 2016

SERVICES MARKETING

BRANCH(S): MBA

Time: 3 Hours

Max marks: 70

Q.CODE: W385

**Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.**

253

258

258

253

258

258

258

Q1 Answer briefly the following questions:

(2 x 10)

- a) State the logic behind "customer profitability segmentation" from the company's point of view.
- b) What are the components of a service triangle?
- c) In what specific ways does the distribution of services differ from the distribution of goods?
- d) Why do service organizations lack the capability to inventory their services?
- e) How relationship marketing is different from transactional marketing?
- f) Why are consumer experiences so important in the evaluation process of services?
- g) How do high credence properties affect consumer behavior towards the service?
- h) What do you mean by life-time value of a customer?
- i) State the various service quality dimensions.
- j) What do you mean by service encounter? Name the various types of encounter you are acquainted with.

- Q2 Consider that you are the owner of a new private Management college (10) and can prepare a value based price package that is appealing to students. Describe your approach. How does it differ from existing offerings?
- Q3 Describe the two basic strategies for matching supply and demand , and (10) give at least two specific examples for each.
- Q4 Why is it challenging to design and develop services? Discuss the (10) service blueprinting process with a suitable corporate example.
- Q5 "India is marching fast towards becoming a service (10) economy". Enumerate the reasons for the growth of the services sector during the last two decades.
- Q6 " To build a relationship it is difficult , to maintain that is even more (10) difficult". Justify the statement. Discuss the CRM initiatives taken by banks to retain their customers.
- Q7 If you were the manager of a service organization and wanted to apply (10) the gaps model to Improve service, which gap would you start with? Why? Explain with the gap model.
- Q8 Write short notes (5x2)
- a) Basic service package
 - b) Health tourism

Registration No. :

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Total number of printed pages – 3

MBA
MGT 405A

Fourth Semester Regular Examination – 2015

SERVICES MARKETING (SM)

BRANCH : MBAR

QUESTION CODE : J 393

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 which is compulsory and any **five** from the rest.

The figures in the right-hand margin indicate marks.

1. Answer the following questions :

2×10

- How branding can play an instrumental role in marketing of services ?
- State the various relationship bonds usually a service provider creates.
- How services can be packaged ?
- How remote encounter is different from face to face encounter ?
- Differentiate between standardization and customization.
- State the components of a service triangle.
- What is Basic service package (BSP) ?
- How franchising helps in distribution of services ?
- Why quality assurance in services is a herculean task ?
- State the concept of Health Tourism.

P.T.O.

2. Yatra.com became a formidable online travel service provider in India in just about 3 years. However, with increasing competition and intense rivalry, what is the best way to differentiate its services from the rivals ? The turning point for the Indian tourism industry came with the innovative campaign 'Incredible India' launched by the Department of Tourism in 2002. In the light of the transformation underwent by the Indian tourism and travel industry from an unorganized state to an organized one, hotels, travel agents and aviation witnessed a boom in their business. Also, the internet boom paved way for the emergence of online travel agents like MakeMyTrip.com and ClearTrip.com in India, who have been dominating the market for a long time. They made travelling a pleasure by offering various services to the tourists 'Saving time and money' is no longer an appealing way of positioning any business, especially an online business. Rather, effectively creating a unique value proposition for the customers, places a company on a pedestal. And to do the same, any prudent company should constantly chart out ways of differentiating itself as it is imperative. However, the big question is, to what extent it would be able to bank on the model in the long run for generating revenues Also, to what extent can a company in the services sector, that too which is acting only as a mediator differentiate its services.

Analyze the business model of Yatra.com and suggest the ways in which it can differentiate itself in the long run. 10

3. Companies often find pricing of services more difficult than pricing of goods. Why? Explain various approaches for pricing of services. 10
4. Why do service companies show greater concern for demand management ? Explain various demand situations and suggest suitable management approaches to tackle them. 10
5. "Outsourcing now-a-days has become the most integral part of service operation strategy". Why outsourcing is carried out ? What benefits the company will get from it ? How is it different from in-house operations ? 10

6. If you were the manager of a service organization and wanted to apply the gaps model to Improve service, which gap would you start with ? Why ? Explain with the gap model. 10
7. Considering the present market potentiality, a health care organization wanted to start a new corporate hospital at Bhubaneswar. Suggest the strategies to be undertaken by the organization to launch and penetrate into the market. 10
8. "Many economies in the world are becoming service economies". Explain the reasons for the growth of the services sector during the last two decades. 10

QUESTION CODE : J333

Full Marks - 70

Time 1.5 Hours

A student is required to answer any five questions out of the following questions.

The figures in the right hand margin indicate marks.

Answer the following questions:

2x10

1. Explain the following statement: "Service is a process, not a product".

2. State the various characteristics of a service organization.

3. Explain the concept of service quality.

4. Explain the concept of service recovery.

5. Explain the concept of service innovation.

6. Explain the concept of service branding.

7. Explain the concept of service packaging.

8. Explain the concept of service distribution.

9. Explain the concept of service pricing.

10. Explain the concept of service promotion.