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Total Number of Pages : 02

MBAP
PTMNG504A

5th Semester Regular Examination 2019-20
SERVICES MARKETING (SM)

BRANCH : MBA(PT)

Max Marks : 100

Time : 3 Hours

Q.CODE : HR246

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)

- a) Define 'service' in the marketing perspective.
- b) What are factors behind the development of service economy?
- c) Outline various waiting line strategies?
- d) Briefly explain, the zone of tolerance.
- e) What do you mean by customer's life time value?
- f) What is the importance of e-CRM for service marketing?
- g) What do you mean by tangible continuum in the context of service marketing?
- h) What are various types of channel conflicts in the context of service delivery?
- i) What are the typical characteristics of health care services?
- j) Give two examples of franchising for service marketing.

Part-II

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

- a) No 'good' is absolutely tangible and no 'service' is absolutely intangible. Do you agree on this statement? Justify your answer with the help of important characteristics of services.
- b) Do you think that the extra 3Ps are necessary for marketing of every types of services? Justify your answer with the help of service marketing-mix.
- c) Explain the process of designing a service blue print.
- d) Explain the new service development process keeping in view a new type of on-line entertainment service in Indian scenario.
- e) Explain the importance of relationship marketing for the restaurant services in small towns of India.
- f) Explain various types channel conflicts keeping in view the courier service industry in India. Suggest some conflict resolution strategies for the said industry.
- g) List the important characteristics that distinguish services from goods and discuss how these characteristics would impact the marketing of a fitness centers.
- h) Generally the demand for the services is more in banks of highly populated town areas of India. Even after the application of modern technology, demand-supply management becoming very difficult. Suggest some strategies for the above problem.
- i) Explain some important promotional strategies for any public utility company operating the small towns of Odisha.
- j) What are typical characteristics of financial services? Explain purchase decision making process for the financial products.
- k) Explain step by step process of research process to solve any marketing-problems of domestic air-line services.
- l) Explain important pricing policies adopted in service industry.

Part-III

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

- Q3** What are various causes of service failure in case of multiplex services in Indian urban areas? Explain the appropriate recovery strategies for the above said failure context. **(16)**
- Q4** **Write short-notes on :**
- a) Service triangle **(8)**
 - b) Service delivery channels **(8)**
- Q5** What are probable causes of gaps in the service gap model of courier service industry in Indian scenario? Suggest some strategies for the above said gaps. **(16)**
- Q6** **Read the Case-let and answer the questions, given below the case-let:** **(16)**
A national cleaning service sent several crews to Florida after the hurricanes of 2004. The crews were trained to deal with mud, mildew and all the problems of making a flooded home or building inhabitable again. The print and media ads that the cleaning service ran stated that the company had a patented system that would remove all unpleasant odors from flooded structures and leave a clean smell. Its sales reps who contacted owners of apartment complexes and shopping centers promised that the crews could come into an average size of apartment complex and have it looking and smelling like new in two weeks. Several people who rent apartments in the complexes that the service cleaned have commented unfavorably on the sweet smelling air freshener the company used to mask the smell and noted the moldy odor was still perceptible. Also, the time required to clean a complex was more like four weeks instead of the two as promised.
Questions :
- a) Do you realize any quality gap(s) in the above said case-let? Justify your answer.
 - b) Explain the concept, service encounter, by taking the facts of the case-let.