

M. B. A. Examination.
Semester 3. **JAN-2018**
Service marketing.

Code-4718

Time : 2 hours 30 minutes.
Total Marks : 70.

1. Pick a service organization and examine its use of technology in facilitating their service experience. Might there be other opportunities for technology to be used more beneficially? Explain with reasons. (14)

Or

What is so distinctive about service marketing that it requires a special approach, set of concepts and body of knowledge?

2. Explain the service purchase process in detail. Describe search, experience and credence attributes and give 2 examples of each. (14)

Or

How are customers' expectations formed? Explain the difference between desired service and adequate service with reference to a service experience you've had recently.

3. How can services be distributed? What are the implications for a firm delivering through both physical and electronic channels? (14)

Or

What is revenue management? How can revenue management be applied to a restaurant? What rate fences would you use, and why?

4. Discuss the role service personnel play in creating or destroying customer loyalty. (14)

Or

How can a service firm build a strong service culture that emphasizes service excellence and productivity?

5. What gaps can occur in service quality, and what steps can service marketers take to prevent them? (14)

Or

5. Think about the last time you had a less than satisfactory service experience. Did you complain or not? Give reasons. What could a firm do to make it easy for their dissatisfied customers to complain?
