

22 NOV 2019

M. B. A. Examination.
Semester 3. November 2019.
Service Marketing.

Time : 2 Hours 30 minutes.

Total Marks : 70.

1 (A). Why are services difficult to evaluate? What are the strategic responses to the difficulties in evaluating services? (14).

Or

1 (A) (1). Why do customers switch service providers? Can you do anything as a marketer to prevent the customers from switching? (07).

1 (A) (2). Describe need of ethics in service marketing with suitable examples. (07).

1 (B). Write brief answers of the following (any 4 out of 6). (04).

1. Differentiate between goods and services.
2. What is internal marketing with reference to the service triangle?
3. How are customers' expectations formed?
4. What is customization of a service product?
5. What are services?
6. Differentiate between mental stimulus and information processing services.

2 (A). Explain the flow of service giving a suitable example? (14).

Or

2 (A) (1). Describe search, experience and credence attributes by giving a suitable example. (07).

2 (A) (2). Explain the role of supplementary services. Can they be applied to goods as well as services? (07).

2 (B). Write brief answers of the following (any 4 out of 6). (04).

1. What is a servuction system?
2. What is meant by customer delight?
3. Explain the phrase "moment of truth" in service marketing?
4. What is a service encounter?
5. Clarify the difference between high-contact service and low-contact service?
6. Differentiate between desired service and adequate service.

3 (A). What is yield management? What types of service operations benefit most from good yield management systems, and why. (14).

Or

3 (A) (1). Physical evidence plays a definitive role in influencing perception. Discuss. (07).

3 (A) (2). Describe the role of personal selling in service communications with a suitable example. (07).

3 (B). Write brief answers of the following (any 3 out of 5). (03).

1. What are the three main approaches to service pricing ?
2. What is emotional labour ?
3. Why is frontline work difficult and stressful ?
4. What does "inventory" mean for a service firm and why is it perishable ?
5. Why is word of mouth considered to be so important for marketing of services ?

4 (A). What are the main tools a service firm can use to analyse and address service quality problems ? (14).

Or

4 (A) (1). Review the five dimensions of service quality. What do they mean in the context of a retail bank ? (07).

4 (A) (2). How can a service firm build a strong culture that emphasizes service excellence ? (07).

4 (B). Write brief answers of the following (any 3 out of 5). (03).

1. Explain the service delivery gap in the gap model.
2. How would you define "excellent service quality" ?
3. How can you estimate a customer's life time value ?
4. What are the soft measures and hard measures of service quality ?
5. What are the tools used to analyze service quality problems ?
