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M. B. A. (Third Semester) Examination,

April-May 2020 / NOV-DEC 2020

(New Scheme)

(Management Branch)

SERVICES MARKETING

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : All questions are compulsory. Attempt any two parts from each unit.

Unit-I

1. (a) Define 'service'. Explain the reasons for growth of service sector during the last two decader.

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- (b) What is meant by the Goods-Services continuum?
Give examples of atleast three products and services from the areas of : 8
- (i) Tangible goods
 - (ii) Tangible goods accompanied by some services
 - (iii) Goods and services in equal measures
 - (iv) Services accompanied by minor goods
 - (v) Pure service
- (c) What is services marketing triangle? Explain its significance and application to service organizations. 8

Unit-II

2. (a) Explain the determinants of consumer behavior and state how they differ in the case of services. 8
- (b) Why do service organizations lack the capacity to inventory their services? Describe the two basic strategies for matching supply and demand. 8
- (c) What are the common issues involving delivering services through intermediaries? Suggest strategies for effective service delivery through the intermediaries. 8

Unit-III

3. (a) Describe in brief cost-based and competition-based approaches to pricing. Which of the two is most fair to customers? Why? 8
- (b) What is physical evidence? Why is everyone not affected in exactly the same way by the servicescape? 8
- (c) What do you understand by integrated services marketing communication? Why is internal marketing communication so important in service firms? 8

Unit-IV

4. (a) Describe the gaps model of service quality. 8
- (b) Explain the recovery paradox and discuss its implication for a service firm manager. Discuss the benefits to a company of having an effective service recovery strategy. 8
- (c) What are the advantages of customer defined standards over the standards defined by the organization themselves? 8

Unit-V

5. (a) Why is it challenging to design and develop services? 8
- (b) Is empowerment always the best approach for effects service delivery? Why is employee empowerment so controversial? 8
- (c) Explain the concept of relationship marketing. What are its benefits. 8