

MS-505/MM-2205

Service Marketing

(विपणन सेवाएं)

Master of Business Administration /

P.G. Diploma in Marketing Management

(MBA-10/12/13/16/17 / PGDMM-10/16/17 / MBAH-11)

4th / 2nd Semester Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

(2×19=38)

1. Explain the different ways of defining the service experience through moments of truth and servuction model.

2. What is the difference between desired service and adequate service ? Why would a service marketer need to understand both types of service expectation ?
3. Discuss the set of factors that influence customer perception of service.
4. What are the repercussions of frequent changes in the pricing of a nearly launched service ? Discuss when it may be necessary and its pros and cons.

SECTION–B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer any four (04) questions only. (4×8=32)

1. Is empowerment always the best approach for effective service delivery ? Discuss.
2. Banks are increasingly trying to be technology driven. Discuss the possible impact on back office and front office employees.
3. Discuss the customer's role as a productive resource for the firm.

4. Suggest ways how an insurance company can improve its marketing through the use of physical evidence management.
5. Discuss the strategies for matching supply and demand.
6. Which approach to pricing is the most fair to customers ? Why ?
7. Can you have innovation as a growth strategy for a service businesses. Explain.
8. How should the concept of value addition be used in the marketing of Indian services in global markets ? Explain.

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

Write true or false :

1. Service industry is a zero growth industry.
2. Blue printing offers an excellent way to understand customer's service experience.

3. Service quality is a critical component of customer perception.
 4. Pricing of services is difficult.
 5. Servuction model illustrates the factors that influence the service experience are visible and invisible to customers.
 6. Product planners need to include three components in the design of the service offering.
 7. Levels of customer contact is used as variables in service classification.
 8. When decisions regarding customer satisfaction are left to the discretion of employees, there may be inconsistency in the level of service delivered.
 9. Empathy is non ability to provide caring individualised attention the firm provides its customers.
 10. Services are not patentable.
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