[6025]-49

S.Y. M.B.A.

304 - MKT : SC-MKT-03 : SERVICES MARKETING

(2019 Pattern) (Semester - III)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) All questions are compulsory.

2) Figures to the right indicate full marks.

3) Include examples wherever necessary.

4) Draw neat and labelled diagrams wherever necessary.

Q1) **Solve any five:**   [5 × 2 = 10]

a) Enumerate the elements of service scape.

b) According to Parasuraman, Zeithmal and Berry, the most important determinant of service quality is :

     i) Responsiveness

     ii) Reliability

     iii) Assurance

     iv) Empathy

     v) Tangibles

c) List the steps in positioning of services.

d) Define Service Encounter.

e) The fact that a business traveller has one very positive check-in experience at a hotel and then a very negative check-in experience with different hotel employee on a subsequent visit is evidence of service.

     i) Intangibility

     ii) Inseparability

     iii) Variability

     iv) Perishability

f) Recall key classification of services.

g) List any four low contact services.

h) Recall zone of Tolerance.

P.T.O.

Q2) **Solve any two:** [2 × 5 = 10]

a) Describe the four important phases of service process.

b) Explain the concept of positioning of services and point out consequences of failure of positioning.

c) Identify the elements of customer - driven services marketing strategy.

Q3) **Solve any one:** [1 × 10 = 10]

a) Determine the factors of servuction model.

b) There is a trend of service delivery from high contact to low contact. Are service employees still important in low-contact services? Demonstrate your answer with suitable example.

Q4) **Solve any one :** [1 × 10 = 10]

a) Which issues create boundary - spanning problems for employees in a customer contact centre at a major internet service provider? List and appraise four common problems and indicate how you would mediate between operations and marketing to create a satisfactory outcome for all three groups - service provider company, Service employees and customers.

b) Assess your last poor service experience outline service Recovery Process.

Q5) **Solve any one :** [1 × 10 = 10]

a) Develop a marketing mix strategy for online food retail store.

b) Assume that you have been hired as a consultant to give advice to a 5-star Hotel. Appraise the utility of GAP Model to improve the service quality.

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