

Name :

Roll No. :

Invigilator's Signature :

CS/MBA (OLD)/SEM-6 (PT)/MM-405/2011

2011

SERVICES MARKETING

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

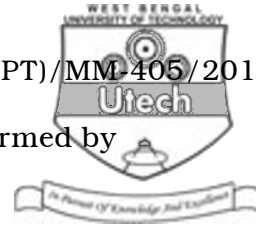
i) The Air-Hostess of Jet Airways can be termed as under

- a) Consumer Service Employee
- b) Professional Service Employee
- c) Support Staff
- d) Contact Staff
- e) Back Office Staff.

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- ii) In which service firm, location decision plays a very minor role ?
- a) Beauty Clinic
 - b) Insurance Company
 - c) Bank
 - d) Retail Outlet
 - e) Health Club.
- iii) Which of the following does not take part in customer service standard ?
- a) Royalty
 - b) Anticipation
 - c) Appearance
 - d) Attitude
 - e) Customer feedback.
- iv) How many gaps are there in Service Quality Gap Model ?
- a) 4
 - b) 5
 - c) 6
 - d) 7
 - e) 8.



- v) The service industry has been transformed by
- a) international competition
 - b) information technology
 - c) demographic shifts
 - d) all of these.
- vi) In which state of economic activity do services first appear ?
- a) secondary
 - b) tertiary
 - c) quaternary
 - d) none of these.
- vii) The consumer participates in the service process, which is not the case in manufacturing
- a) True
 - b) False.
- viii) The service package consists of four features. Which one the four features listed below is not included in the package ?
- a) Explicit services
 - b) Supporting facility
 - c) Implicit services
 - d) Cost of service.



- ix) Which of the following is not true of services ?
- a) The customer is the input
 - b) The customer takes an active part in the service
 - c) A service can be inventoried
 - d) Production and consumption occur simultaneously.
- x) Which of the following is not a defining element of the service package ?
- a) supporting facility
 - b) competitive strength
 - c) explicit services
 - d) facilitating goods.
- xi) An empty airline seat or hotel room not occupied best illustrates the characteristic of a service's
- a) time perishability
 - b) labour intensity
 - c) intangibility
 - d) none of these.
- xii) In the marketing mix for services there are
- a) four elements
 - b) five elements
 - c) six elements
 - d) seven elements.



GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Explain in brief the Service Flower concept.
3. Why do customers switch service providers ? As a marketer, can you suggest anything to prevent switching ?
4. Describe the strategic role of servicescape.
5. Pick a service organization and examine its use of technology in facilitating service delivery.
6. What service failures have you encountered recently ? Did they involve the core product or supplementary service elements ?

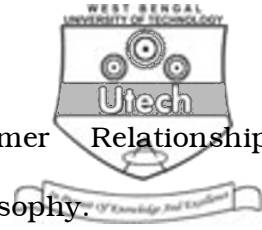
GROUP – C
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) Explain diagrammatically the 'Integrated gap Model of Quality'.
b) Explain the factors that affect customer and provider gaps.
c) What is SERVQUAL and what are its applications ?

$5 + 5 + 5$

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8. a) Explain the concept of Customer Relationship Management and its underlying philosophy. 5 + 6 + 4
- b) What are the objectives of Relationship Marketing and how does the loyalty ladder help to achieve this ?
- c) What are the challenges faced by the service provider in maintaining profitable relationship ? 5 + 6 + 4
9. a) Explain the factors influencing the buying behaviour of consumers of services by taking into consideration the examples of
- i) medical service
- ii) hospitality service.
- b) Explain the role of consumers as co-producers for a service provider. 9 + 6
10. a) What is 'Service Blueprinting' ?
- b) Prepare a service blueprint for a bank and represent it with the help of a diagram.
- c) Explain the implications of QFD (Quality Function Deployment) in service industry. 4 + 7 + 4



11. a) What are the major triggers of service sector growth in India ?

b) Which, according to you, is/are the major service sector/sectors in India that has/have tremendous growth potential ?

7 + 8

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