

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onwards) (Sem.-4)

SERVICES MARKETING

Subject Code : MBA-906

Paper ID : [A2526]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. What is the key determinant of whether a product is a good or a service?
2. Which characteristic of services best explains the existence of zones of tolerance?
3. How does relationship marketing help a company achieve switching cost? Give example.
4. What is the difference between physical evidence and service scape?
5. Outline various waiting line strategies.
6. What is services marketing triangle?

SECTION-B

UNIT-I

7. List the four characteristics that distinguish services from goods and discuss how each would impact the marketing of a chain of fitness centers.
8. According to the Services Literature the most common basis of classifying services is based on two general dimensions *i.e.* what is being processed, and how is it being processed. Discuss the dimensions in detail and also highlight the classification matrix with examples.

UNIT-II

9. *"The recovery paradox is a superior strategy to the Do it right the first time strategy". Do you agree or disagree with this statement. Support your answer.*
10. Discuss the blueprinting designing process for an effective services based total business strategy. What are strategic considerations for differentiation and obtaining sustainable competitive advantage for services marketing? Elaborate with the help of suitable illustrations.

UNIT-III

11. How would you explain a service culture to the owner of a talent agency who represents musicians and comedians who entertain on college campuses? What strategies would you use to make sure that the talent agency delivers quality on the annual fest at your college?
12. Describe what an organization needs to do first to develop strategies for addressing customer involvement in service delivery.

UNIT-IV

13. Discuss the reasons why customer knowledge of service prices may differ from customer knowledge of goods prices.
14. Briefly describe the four provider gaps that are the underlying causes behind the customer gap. Also discuss with examples the strategies which can be used to close these gaps.

SECTION- C

15. Case Study :

A national cleaning service sent several crews to Florida after the hurricanes of 2004. The crews were trained to deal with mud, mildew and all the problems of making a flooded home or building inhabitable again. The print and media ads that the cleaning service ran stated that the company had a patented system that would remove all unpleasant odors from flooded structures and leave a clean smell. Its sales reps who contacted owners of apartment complexes and shopping centers promised that the crews could come into an average size of apartment complex and have it looking and smelling like new in two weeks. Several people who rent apartments in the complexes that the service cleaned have commented unfavorably on the sweet smelling air freshener the company used to mask the smell and noted the moldy odor was still perceptible. Also, the time required to clean a complex was more like four weeks instead of the two as promised.

Questions :

1. Which provider gap does this example describe?
2. List various strategies that can be used to narrow and possibly eliminate this provider gap.