

Roll No.

Total No. of Pages : 03

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 consists of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. What are major differences between marketing of services and goods?
2. Assume that you are a manager of a health club. Discuss five general strategies you might use to maximize consumer's positive perception of your club.
3. Describe various elements that make up the firm's physical evidence.
4. Do banks need physical branches to expand these days? Why or why not give five points in support of your answer?
5. Discuss the role of price as an indicator of quality to consumers.
6. Discuss the factors that influence the development of firm's communication mix.

SECTION-B

UNIT-I

7. Describe how consumer behavior in services buying might be different from consumer behavior in the purchase of goods.
8. What is customer satisfaction and why it is so important? Discuss how customer satisfaction can be influenced by product attributes and features, customer emotions, attributions for success or failure, perception of fairness and family members or other customers.

UNIT-II

9. Why it is important for a service firm to have a strong recovery strategy? Explain various recovery strategies to be adopted by service firm?
10. a) Discuss the strategic role of physical evidence as it relates to the marketing of service firms.
b) Why is everyone not affected in the same way by the service scape?

UNIT-III

11. What are location related issues in service marketing? Discuss in relation to two specific service businesses.
12. a) Has the advent of internet been useful to service marketers? if yes, then in what ways?
b) What are types of services that are sold through selling agents? Why agents are chosen as a method of distribution for these services?

UNIT-IV

13. What is service quality? What are various types of gaps that influence consumer perceptions of service quality? What are the factors that influence the size of each of the service quality gaps?
14. a) What are the various factors effecting the pricing for services?
b) What are the implications of frequent changes in pricing of a newly launched service? Discuss when it may be necessary.

SECTION-C

15. Kinko's Duplicating Success with Video Telecommunications

No longer is Kinko's just a place to fax or photocopy your documents. The privately owned, Ventura, California-based company, along with the long-distance carrier Sprint is working to bring "videoconferencing" to a majority of Kinko's 850-plus stores.

Videoconferencing allows people to talk to and see each other without the expense of long distance travel. Uses of the service can display slides, videotapes, and documents for groups or individuals they are communicating with at one or more locations.

"Kinko's was well aware of the overwhelming cost of business travel," says Rob Williams, a public relations representative for Kinko's. "By offering a cheaper alternative, the small business owner will be able to take advantages of the service, but, at the same time, stay within their budget."

Videoconferencing was designed primarily for businesses, but individuals can also use the new high tech communications medium to contact family, friends, or whomever they

wish. Businesses pay about \$150 per half-hour to connect at two video sites. Individuals can take advantages of Father's Day and other specials for \$20 per half-hour.

Videoconferencing presents Kinko's —considered one of the top service chains in the United States—with new operational challenges that involve the inseparability of the customer and the service provider. Most Kinko's customers start and then finish their transactions.

That is, they drop off their materials to be copied and then pick them up later. Although customers can wait for their copies, they need not be present for the service to be performed. However, customers must be present for Videoconferencing. Videoconferencing also involves collective consumption versus individual consumption and therefore, increased customer interaction and customer management.

Another operational challenge relates to supply and demand. Because Kinko's operates 24 hours a day, its stores can redistribute workloads. For example, large photocopying jobs can be done at night when fewer customers are present. However, few businesses would be willing to schedule night time Videoconferences, during which time demand for the service would be lower and Kinko's employees are more readily available to lend assistance.

In order to deal with the challenges presented by Videoconferencing, Kinko's has hired additional employees, including special Videoconferencing clerks. The chain has also divided its stores into different departments and remodeled to provide larger and more comfortable waiting areas. "Overall, our customers have been very pleased with the service, and we expect it to be a success," says Whit Hardin, a Kinko's assistant manager in Austin, Texas.

Lurking in the near future, however, is webcasting and other high-tech computer techniques that allow companies to do their own Videoconferencing with PCs and Cameras. While not as high tech as Kinko's a business can invest a few thousand dollars and develop an effective web-based video conferencing facility that can be used at the business's discretion, without going through a service such as Kinko's.

Questions for Discussion

- a. How would you classify Kinko's Videoconferencing center? How is it different from the other services such as photocopying?
- b. Each Videoconferencing center at Kinko's requires additional employees and approximately \$75,000 worth of equipment. How do these factors alter the company's classification?
- c. Other companies have also begun offering Videoconferencing services comparable to Kinko's. More importantly, companies are developing their own web-based systems. How can Kinko's manipulate its marketing-mix factors such as price, corporate image, and service outcome in order to remain competitive?