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Total No. of Pages : 03

Total No. of Questions : 15

**MBA (2012 & Onwards) (Sem. – 4)**  
**SERVICES MARKETING**

**M Code: 71380**

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

**SECTION A**

1. Why is service sector gaining importance? Elaborate.
2. Outline important service recovery strategies.
3. Suggest ways for developing customer loyalty towards services.
4. Highlight concept of service blueprint.
5. Outline concept of Customer Citizenship Behaviour.
6. Explain components of service marketing communication strategy.

**SECTION B**

**UNIT I**

7. a) Write a note on classification of services.  
b) Outline important characteristics of services, with examples.
8. a) Why is it important to measure customer expectation of a service? Explain.  
b) Describe various elements of service marketing mix, with examples.

## **UNIT II**

9. What are the challenges encountered in service design? Outline the stages involved in new service development process.
10. a) Outline the importance of physical evidence and the servicescape in service marketing, with examples.  
b) Highlight importance of managing customer relationships.

## **UNIT III**

11. Critically examine the role and importance of employees and customers in delivering and performing quality services, with examples.
12. a) Recommend suitable waiting line strategies, with illustrations.  
b) Suggest ways for managing demand and capacity for services.

## **UNIT IV**

13. What factors should be kept in mind while deciding about the price of a service. Suggest alternative pricing strategies, with examples.
14. Identify various gaps that can exist in the Service quality. Suggest suitable prescription to reduce such gaps.

## **SECTION C**

15. Please read the case and answer questions based on it: (8)

### **Premier Courier Ltd.**

Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be “Absolutely, positively, certain their packages will be there by 10.30 in the morning”. In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL’s help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers problems.

Questions:

- a) What is PCL's product? What are the tangible and intangible elements of this service product? (4)
- b) What are the elements of service quality for a delivery service like PCL? (2)
- c) In what way does technology influence PCL's service quality? (2)