

Roll No.

Total No. of Questions : 15

Total No. of Pages : 03

MBA (2016 to 2017) (Sem.-4)

**SERVICES MARKETING**

Subject Code : MBA-906

M.Code : 71380

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. SECTION-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) Identify the reasons why service sector is gaining importance.
- 2) Write a note on service recovery strategies.
- 3) Outline concept of service scape. What are its various types?
- 4) What are the advantages of deploying self service technologies?
- 5) Explain the concept of waiting line strategies
- 6) Describe service marketing triangle elements.

**SECTION-B**

**UNIT-I**

- 7) Critically examine various characteristics of services, with illustrations.
- 8) Describe important elements of the service marketing mix, by citing suitable illustrations.

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**UNIT-II**

- 9) Why is it important to maintain relationships with customers? Suggest various ways for managing relationships with customers and ensuring their loyalty.
- 10) Outline the process involved in service development and design, with examples.

**UNIT-III**

- 11) Recommend strategies for ensuring employee and customer participation in delivering and performing services with examples.
- 12) What are your recommendations for reducing mismatch in demand and capacity for services? Elaborate with examples.

**UNIT-IV**

- 13) Identify important factors to be considered while deciding about pricing of a service. What are the alternative pricing strategies which can be pursued for pricing a service? Elaborate.
- 14) Explain integrated service quality gap model, with illustrations. What is your prescription for closing such service gaps?

**SECTION-C**

**15) Case Study:**

**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

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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?
- b) What are the elements of service quality for a delivery service like PCL?
- c) In what way does technology influence PCL's service quality?
- d) Identify the positioning strategy for PCL.

**NOTE :** Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.