

2016

MBA

3rd Semester Examination

SERVICE MARKETING

(Specialisation : Marketing Management)

PAPER—M-302

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

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

Illustrate the answers wherever necessary.

1. Answer any *eight* of the following : 8×5
- (a) What are the unique characteristics of services ?
 - (b) How can service marketers reposition themselves ?
 - (c) Suggest ways to improve billing system in a hotel.

(Turn Over)

- (d) What does a service marketer do if customer expectations are unrealistic ?
- (e) How is technology changing the nature of services ?
- (f) Why are desired services expectations more stable than adequate service expectations ?
- (g) Discuss the differences between perception of service quality and customer satisfaction.
- (h) How can customers participate in service creation and delivery ?
- (i) Why are service employees critical to the success of any service organization ?
- (j) "A complaint is a gift" — justify.
- (k) Why is it important for a service firm to have a strong recovery strategy ?
- (l) Schematically explain the service marketing triangle.

2. Answer any four of the following : 4×10

- (a) What are the gaps that may occur in between service design and delivery ? Suggest ways to close the delivery gap. 6+4

- (b) Schematically explain the service blue print for a fast food restaurant.
- (c) What is Service Guarantee ? What are the benefits derived by a service firm in offering a service guarantee ?
- (d) Define service culture. Why is service culture so important ? Can a manufacturing firm have a service culture ? 3+4+3
- (e) How important is it for a hotel located at a hill station to use promotions during off-season ? Also identify the possible sales promotion schemes it can offer. 6+4
- (f) Write short notes on any two of the following :
- (i) Role of service sector in Indian economy ;
 - (ii) Pricing of educational services ;
 - (iii) Yield Management.

[Internal Assessment : 20]
