

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270482

Roll No.

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MBA

(SEM. IV) THEORY EXAMINATION 2013-14

MARKETING OF SERVICES

Time : 3 Hours

Total Marks : 100

Note :- Attempt questions from each Section as indicated.

SECTION-A

1. Answer all the ten parts in 50-75 words each. All parts carry equal marks : (2×10=20)

- (a) What is service life cycle ?
- (b) Explain the concept of goods and services continuum.
- (c) Explain the concept of service marketing triangle.
- (d) Differentiate between core, facilitating and supporting services, giving suitable examples.
- (e) Give the classification of service on the basis of skills/ expertise of service provider.
- (f) Explain service transactions.
- (g) Customers are co-producers of services. Explain.
- (h) Define search, experience and credence attributes.

- (i) What are the different types of service scapes ?
- (j) Explain the role of interest in distribution of services.

SECTION-B

2. Answer any **three** of the following parts in 100-200 words each : (10×3=30)

- (a) What are the different types of service failures and how they can be avoided ?
- (b) What is employee empowerment ? Why empowerment is essential in service ?
- (c) What is franchising ? What are the benefits in using franchising for service distribution ?
- (d) What is service recovery ? What are the methods which can be adopted by the firm for this purpose ?
- (e) Explain the concept of service profit chain.

SECTION-C

Note :- Answer the following questions in 300-500 words each : (5×10=50)

- 3. What are the steps involved in development of new services ? Explain with suitable example.

OR

Is the selection of location for a service outlet an important decision ? What considerations influence site selection ?

- 4. Suggest pricing strategies for segments that perceive :
 - (a) Value is low price
 - (b) Value is everything I want in a service.

OR

How do you study demand fluctuations and capacity constraints of service firms ? What strategies do you suggest for balancing the supply-demand position ?

- 5. Explain SERVQUAL and SERVPERF scales of service quality measurement.

OR

Describe the process of promotional campaign design.

- 6. How do you view the role of physical evidence in formulating a service strategy ?

OR

Define blue print. What are advantages and elements of blueprinting ?

- 7. What are the common type of capacity constraints, which the service organisations face ? Give one example of each type of constraints.

OR

What are the key roles of service employees in a service business ?