



CBCS SCHEME

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16/17MBAMM303

Third Semester MBA Degree Examination, Aug./Sept.2020 Service Marketing

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- 1 a. List out the four 'Gaps', that cause unsuccessful service delivery. (02 Marks)
b. Explain the concept of the service marketing triangle. (06 Marks)
c. Define a service research program. How does the critical incident study technique help measure consumer satisfaction? (08 Marks)
- 2 a. What is a service encounter? Explain this concept with an example. (02 Marks)
b. What are the various service pricing strategies? (06 Marks)
c. What are service intermediaries? Explain the service distribution through intermediaries. (08 Marks)
- 3 a. What are the strategies for enhancing customer participation? (02 Marks)
b. Discuss the various strategies for influencing customer perception. (06 Marks)
c. Identify and explain in detail the challenges inherent in boundary spanning. (08 Marks)
- 4 a. What is Yield Management? (02 Marks)
b. Explain the types of Non-Monetary Cost. (06 Marks)
c. Explain in detail the Waiting Line Strategies. (08 Marks)
- 5 a. What is Zone of Tolerance? (02 Marks)
b. What factors influence adequate service? Explain. (06 Marks)
c. Explain the role of service quality in offensive and defensive marketing. (08 Marks)
- 6 a. What are hard and soft standards? (02 Marks)
b. Discuss in detail the strategies for matching capacity and demand. (06 Marks)
c. Explain the communication process. Explain the importance in closing GAP – 4. (08 Marks)
- 7 a. Give two methodologies of exceeding the customer expectations. (02 Marks)
b. Explain the element of physical evidence, with an example. (06 Marks)
c. Explain market segmentation in the context of service marketing. List and explain the two variables used to describe the differences between market segments. (08 Marks)



8 CASE STUDY [Compulsory]

Athityam opened as a lunch and snack joint in the newly developed office area in Gurgaon, near New Delhi. The area of Gurgaon developed when a number of new business made it their home, away from the high property price of New Delhi. The boom in the medical transcription and call center business enable a number of new startup companies to prosper. The main investment of these types of companies was in real estate, in the form of offices. These companies proposed using English speaking college graduates available in adequate numbers at salaries that are not too high. The companies also provided rudimentary computer and phone handling training. In addition, a number of well – established companies moved away from Delhi to the Gurgaon area to reduce the cost of office accommodation and cost of residential accommodation and living expenses for their employees. A majority of the employees of these companies were unmarried fresh graduate. About a year after Athityam opened, Jagdish Kapoor. The owner was contemplating on business expansion. During one of the lean periods in the afternoon, he was with his wife, Rekha and his assistant, Manish. ‘We are getting a lot of complaints from the customers about the time it takes to serve the lunch’, said Manish ‘But we are working so hard in the kitchen despite the Delhi heat; said Rekha, ‘We really cannot serve any faster’, she added. ‘It’s not your fault’, said Jagdish, ‘Our business has grown by leaps and bounds in a year. However, I have just heard that a new restaurant is going to open in the neighboring building. Therefore we may have to think of expanding and improving out facilities to stay in the competition.

‘We should go in for top class decor, fancy designer furniture and swanky chairs. That would really push us up market’, said Manish. ‘Moreover, we will be able to charge much better price for the food we serve. We can even buy new mono grained ceramic cutlery to give us distinct look and have a well – dressed cashier with a computerized machine to take care of the money transactions’.

‘We can buy some new kitchen equipment with electric tandoor stainless steel pots and pans perhaps even the new Italian design smoke extractor. Many a time customers tend to complain about the charcoal smoke ; added Rekha ‘We can hardly afford to do all these things without borrowing a large sum of money from a finance. Even if we managed to do all that, we would have no choice but to either increase the charges considerably to reduce the food portion and economies in many other ways. We may even have to charge extra for the additional portions of dal or subzi that is currently free of charges for the fixed Thali customers, said Jagdish. ‘I wonder if the crowd of office goers who are our main customer will be able to afford all meal. I always thought their main need was to be fed a substantial meal as they are all very young and work long hours. I think they like our food because we serve healthy home like food at price that they can afford at their salary level. Deciding how to go about this expansion is a real problem.

Questions :

- Describe the characteristics of the current client and their food habits during the working hours. (04 Marks)
- What would be the desired and adequate levels of service? What level of service would you plan to deliver? (04 Marks)
- What should be the main elements of the planned investment? (04 Marks)
- Which investments can be avoided and for what reasons? (04 Marks)
