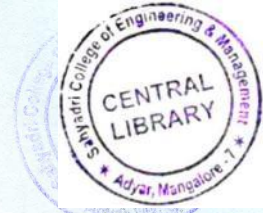


CBCS Scheme



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16MBAMM303

Third Semester MBA Degree Examination, Dec.2017/Jan.2018 Services Marketing

Time: 3 hrs.

Max. Marks : 80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Write a short note on emotional labour. (02 Marks)
b. Discuss the role of servicescape. (06 Marks)
c. Suggest strategies for matching capacity when demand is high. (08 Marks)
- 2 a. What do you mean by "zone of tolerance"? (02 Marks)
b. Identify the guidelines for physical evidence strategy. (06 Marks)
c. Illustrate and explain the gap model of services. (08 Marks)
- 3 a. Cite the different types of service research. (02 Marks)
b. Examine how, you would set a process for customer defined service standards. (06 Marks)
c. Describe the strategies for enhancing customer participation. (08 Marks)
- 4 a. Define boundary spanning role. (02 Marks)
b. Explain the key reasons of GAP2. (06 Marks)
c. Elaborate on the methodologies to exceed customer expectations. (08 Marks)
- 5 a. List the main pricing approaches for services. (02 Marks)
b. Customer retention is beneficial for the organization. Comment on this statement. (06 Marks)
c. Critically evaluate the significance of non monetary cost in pricing decision of services. (08 Marks)
- 6 a. Enumerate the key reasons for GAP4. (02 Marks)
b. Identify and justify the market segmentation for restaurant services. (06 Marks)
c. Describe and depict the services marketing triangle. (08 Marks)
- 7 a. Define physical evidence. (02 Marks)
b. Elaborate on the customer roles in service delivery. (06 Marks)
c. Differentiate search, experience and credence property in services with examples. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



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8 Case Study :

Zomato, an online restaurant discovery platform where customers can find restaurants in a particular area, their menu, place order and pay online. Delivery part is taken care by the restaurants. Moreover customers can give review about the restaurants and the quality of food which helps the restaurants and customers to have a better experience. Internet and mobile app are the only channel used for the whole process for customers to find a suitable restaurant with better discount deals and to place an order.

Facebook, Twitter and Pinterest are the 3 main platforms which made the base for the success of Zomato with a deep presence among their customers. Zomato wants to start delivering the ordered food to the customer's doorstep by their own, which was earlier taken care of by restaurants. The firm plans to focus on segments such as online food ordering, restaurant booking, subscription based services and billing in restaurants.

Questions:

- a. Describe the exact nature of services provided by Zomato. (04 Marks)
- b. Examine how the services provided by Zomato can be equally utilized by customers and restaurants. (04 Marks)
- c. Identify the channels that enhance the services provided by Zomato. Justify the effectiveness. (04 Marks)
- d. Suggest strategies for Zomato's future services to enhance service performance. (04 Marks)

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