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## Third Semester MBA Degree Examination, Jan./Feb. 2021 Services Marketing

Time: 3 hrs.

Max. Marks:80

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

- 1 a. What are services? Give examples. (02 Marks)  
b. What are the basic differences in marketing goods verses services? (06 Marks)  
c. Explain the GAPs mode 1 of service quality with the help of a diagram. (08 Marks)
- 2 a. What are search, experience and credence qualities? (02 Marks)  
b. Explain the factors that influence customer expectation of service. (06 Marks)  
c. Describe the levers of retention strategies with suitable example. (08 Marks)
- 3 a. What are hard and soft customer defined standard? (02 Marks)  
b. Explain the strategies for matching capacity and demand. (06 Marks)  
c. Explain the characteristics of services and service marketing mix in detail. (08 Marks)
- 4 a. What are boundary spanners? (02 Marks)  
b. Explain the four basic waiting line strategies. (06 Marks)  
c. Explain the role of service quality in offensive and defensive marketing. (08 Marks)
- 5 a. Write a short note on emotional labour. (02 Marks)  
b. Explain the strategies for enhancing customer participation. (06 Marks)  
c. Explain the intermediary control strategies. (08 Marks)
- 6 a. What are the key reasons for GAP-4 involving communication? (02 Marks)  
b. Explain the four categories of strategies to match service promises with delivery. (06 Marks)  
c. Explain the different approaches to service pricing. (08 Marks)
- 7 a. What is physical evidence? (02 Marks)  
b. Explain the different types of service scopes. (06 Marks)  
c. Explain the guidance for physical evidence strategies. (08 Marks)

### 8 CASE STUDY

McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, servicing nearly 52 million customers daily. Each McDonald's restaurant is operated by a franchisee, an affiliate or the corporation itself. McDonald's operates over 31,000 restaurants world wide, employing more than 1.5 million people. Most restaurants offer both counter service and drive through service with indoor and some time outdoor seating. Some outlets feature large indoor or outdoor playgrounds with redesigned interiors in golden yellow, equipped with hanging lights. The restaurants will sport a new design with less plastic and more brick and wood and offer armchairs, sofas, Wi-Fi connection, tall stools and counters. Plasma TVs will offer news and weather reports, flexible zone will be targeted at families and will have booths with fabric cushion with colorful patterns and flexible seating.

#### Questions:

- a. How has the company gained consumer insights? (08 Marks)
- b. How has McDonald's created service differentiators? (08 Marks)

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