

# CBCS SCHEME

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18MBAMM303

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

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Define search, experience and credence qualities. (03 Marks)  
b. What are the five key dimensions of service quality? Explain. (07 Marks)  
c. Explain the factors that influence customer expectation of service. (10 Marks)
- 2 a. What is zone of tolerance? (03 Marks)  
b. Explain the benefits of customer firm relationship for both customers and firms. (07 Marks)  
c. Describe the various types of services marketing research studies. (10 Marks)
- 3 a. Differentiate hard and soft customer defined service standards. (03 Marks)  
b. What are the guidelines for an effective physical evidence strategy? Explain. (07 Marks)  
c. Explain the strategies for delivering service quality through people. (10 Marks)
- 4 a. List the capacity constraints for services. (03 Marks)  
b. Explain the concept of services marketing triangle with a diagram. (07 Marks)  
c. Describe the steps involved in setting customer defined service standards. (10 Marks)
- 5 a. What is physical evidence? (03 Marks)  
b. Explain the three major roles played by customers in service creation and delivery. (07 Marks)  
c. Describe the strategies for matching capacity and demand. (10 Marks)
- 6 a. What are the roles of boundary spanners? (03 Marks)  
b. Explain the offensive and defensive marketing effects of services on profits. (07 Marks)  
c. What are the five major approaches to overcome service communication challenges? Explain. (10 Marks)
- 7 a. Define non monetary costs. (03 Marks)  
b. Explain the different waiting line strategies used by service providers. (07 Marks)  
c. Explain the three approaches to pricing of services and challenges associated with there use for services. (10 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.

## 8 Case study

Sunriver Resort is situated on 3,300 acres of wooded, high desert terrain. According to its website, "Sunriver Resorts success depends upon providing the very finest service and accommodation to its guests". Accommodations at the resort include 211 rooms and suites and over 225 private condominiums and homes for guest rental. Approximately 1600 people live year round in condominiums or houses and another 2,00,000 people visit the resort annually.

Like other resorts, it has two distinct peak seasons during which it must manage supply and demand. In the summer, golfers roam around and in the winter skiers flock to the resort to ski.

One of the typical ways it matches supply with demand is with differential pricing. Visitors pay three rates, depending upon the dates of their visit. The pricing tiers are referred to as the "low", "values" and "peak" season rates. Visitors not staying at the lodge can also use its facilities, but at a higher cost.

Another typical method used by it is a stringent reservation system. Guests must deposit an advance equal to two nights stay within 14 days of booking their reservations. They also must give 21 days cancellation notice in order to get their deposits back. If the resort is over booked, guests reserving rooms and suites may be given up grades into private condominium or homes.

Sunriver has also developed ways to stimulate demand at low – usage times. When bookings are needed, the resort advertises ski and golf packages on the radio and in newspapers. Besides this resort rents and sells bicycles, provides hay rides and pony and trail rides. Daily activities for kids aged 3 to 10 are also provided.

Questions :

- a. Employees are cross trained to perform other activities would Sunriver improve productivity by cross training its employees, many of whom are seasonal and part – time. (05 Marks)
- b. Discuss the current methods Sunriver is using to manage supply. Do you have any suggestion for Sunriver to manage supply more effectively? (05 Marks)
- c. What is your Evaluation of Sunriver's strategy for managing demand? Do you have any suggestion that will allow Sunriver to manage demand more effectively? (05 Marks)
- d. How important is it for Sunriver to keep a record of demand patterns? What type of records would you keep? How can having a record of demand variations help them in managing supply and demand? (05 Marks)

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