

--	--	--	--	--	--	--	--	--	--

Third Semester MBA. Degree Examination, December 2010
Services Marketing

Time: 3 hrs.

Max. Marks:100

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

- 1
 - a. What is a service? List the types of services available to a marketer. (03 Marks)
 - b. What are the distinctive characteristics of services, when compared to goods? Explain. (07 Marks)
 - c. Define and explain the concept of the service marketing triangle. (10 Marks)
- 2
 - a. List the four 'Gaps', that cause unsuccessful service delivery. (03 Marks)
 - b. 'Consumer evaluation of a service is based on three service properties'. List and define these properties. (07 Marks)
 - c. Define and explain the five dimensions of service quality of a service offering. (10 Marks)
- 3
 - a. What is a service encounter? Explain this concept with an example. (03 Marks)
 - b. Define a service research program. How does the critical incident study technique help to measure consumer satisfaction? (07 Marks)
 - c. Explain market segmentation in the context of services marketing. List and explain the two variables used to describe the differences between market segments. (10 Marks)
- 4
 - a. List the types of new services. (03 Marks)
 - b. Define service blueprinting and discuss the elements of service blueprinting. (07 Marks)
 - c. What are the stages of new service development process? Explain. (10 Marks)
- 5
 - a. What are the strategies for enhancing customer participation? (03 Marks)
 - b. What are the three major roles played by customers in service delivery? Explain. (07 Marks)
 - c. Which 'Gap' does the effective use of capacity and demand address? List the scenarios of capacity and demand. (10 Marks)
- 6
 - a. List the four categories of strategies to match service promises with delivery. (03 Marks)
 - b. What are the various service pricing strategies? (07 Marks)
 - c. What are service intermediaries? Explain the service distribution. (10 Marks)
- 7
 - a. What is physical evidence? (03 Marks)
 - b. How can physical evidence strategy help to close provider gap 2? (07 Marks)
 - c. What are the different roles of services scopes? Explain. (10 Marks)

Mc Donald's Corporation

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 restaurant will sport a new design with less plastic and more brick and mood and offer armchairs, sofas, Wi - Fi connection, tall stools and counters. Plasma TVs will offer news and weather reports, 'felxible' zone will be targeted at families and will have booths with fabric cushion with colourfull patterns and flexible seating.

Questions :

- a. How has the company gained consumer insights? (10 Marks)
- b. How has McDonald's created service differentiators? (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.

