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Third Semester MBA Degree Examination, December 2011

Service Marketing

Time: 3 hrs.

Max. Marks:100

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

- 1
 - a. Define service. (03 Marks)
 - b. Differentiate between the goods and services in marketing. (07 Marks)
 - c. Explain the GAP models of the service quality. (10 Marks)
- 2
 - a. What is a zone of tolerance? (03 Marks)
 - b. Give various factors influencing customer expectation of services. (07 Marks)
 - c. Explain with example, any two types of service research. (10 Marks)
- 3
 - a. What is market segmentation? (03 Marks)
 - b. Explain the role of the service quality in the offensive and defensive marketing. (07 Marks)
 - c. Explain employee role in the service designing, in brief. (10 Marks)
- 4
 - a. Give reasons for the GAP – 2. (03 Marks)
 - b. Explain in brief, customer “Hard” and “Soft” standards. (07 Marks)
 - c. Explain in brief the three levels of the retention strategies to build a good customer relationship. (10 Marks)
- 5
 - a. What are the strategies for closing GAP-3? (03 Marks)
 - b. Explain in brief, different strategies for matching capacity and demand of a consumer. (07 Marks)
 - c. Explain the four categories of strategies to match service promises with delivery. (10 Marks)
- 6
 - a. Give two methodologies of exceeding the customer expectations. (03 Marks)
 - b. Explain the role of price and value in the provider GAP-4 model. (07 Marks)
 - c. Explain in detail with examples, how a price can be an indicator of service quality in the market. (10 Marks)
- 7
 - a. Define physical evidence in services. (03 Marks)
 - b. Give any two pricing strategies with one example used by any marketer. (07 Marks)
 - c. State different types of service scapes and their relevance. (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:

The case discusses the making of Tata Nano, the world's cheapest car, manufactured by India based Tata Motors. On March 30, 2009, Tata Nano was launched with an ex-factory price tag of INR 100,000 (about US \$2000). The case explains the design and development processes of Tata Nano. The car was the result of a five year research and development project carried out by the Tata Nano development team. While developing the car, Tata Motors and its suppliers constantly made efforts to reduce the costs while ensuring quality of each and every component, including engine, steering wheels, tyres, windshield washing system, gear shifter etc.

Analysts opined that Tata Nano had created a new segment in the passenger car market. However, they were concerned about the company's lack of capacity to fulfill high demand. They also argued that considering the low margins the company would get, it would take a long time for the project to break even. The case ends with a discussion on the challenges Tata Nano might face in the future.

Questions :

- a. Give the challenges in developing an innovative cost-effective product. (05 Marks)
- b. Analyze the challenges that Tata Nano may face in the future. (05 Marks)
- c. Explain in brief the concept of the quality in service. (10 Marks)

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