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**Third Semester MBA Degree Examination, December 2011**  
**Service Marketing**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer FOUR full questions from Q1 to Q7.**  
**2. Q8 is compulsory.**

- 1 a. What do you mean by intangibility of services? (03 Marks)  
b. Explain the reasons for growth in service sector. (07 Marks)  
c. Explain the GAP model of service quality. (10 Marks)
- 2 a. What are the search qualities, experience qualities and credence qualities? (03 Marks)  
b. Indicate how Maslow's theory can be adopted in any one of the service industries. (07 Marks)  
c. Explain the three levels of retention strategies, with examples with reference to customer. (10 Marks)
- 3 a. What is hard customer defined standards? (03 Marks)  
b. Write a note on services positioning. (07 Marks)  
c. Briefly describe the obstacles in service marketing. (10 Marks)
- 4 a. Define flow charts. (03 Marks)  
b. Describe the need for service blue printing. (07 Marks)  
c. Discuss the need for physical evidence. (10 Marks)
- 5 a. What is customer retention? (03 Marks)  
b. Explain the major types of intermediaries used in distributing services. (07 Marks)  
c. Explain how service industry can implement successful strategies for managing both supply and demand. (10 Marks)
- 6 a. Who are the boundary spanners? (03 Marks)  
b. Briefly explain the strategies for delivering service quality through people. (07 Marks)  
c. Explain the main sources of profit in defensive and offensive marketing. (10 Marks)
- 7 a. What are the roles of roles of a customer in service delivery? (03 Marks)  
b. Explain the strategies for enhancing customer participation. (07 Marks)  
c. Explain the communication process. Explain the importance in closing GAP – 4. (10 Marks)
- 8 CASE STUDY :

BMW marketing experience about rover car

BMW, the German car manufacturer, under the business merger acquired rover cars from British space with brands such as land rover, mini and mg. The company also invested in producing certain new models.

The company also invested in producing certain new models. In March 2000, the BMW however devastated itself of the ROVER car company. The decision was based in view of the declining sale of the rover brand. The ROVER share of the UK car market declined from 40% in 1960's to around 5% in January 2000. The BMW had suffered a loss amounting to pound sterling 800 million in 1999. The BMW found rover to be liability rather than an asset.

- a. Discuss the factors responsible for the decline of rover sales. (10 Marks)
- b. Discuss the consequences of business for mass production car firms in the over capacity discussion of world car market. (10 Marks)

