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10MBAMM314

Third Semester MBA Degree Examination, December 2012
Services Marketing

Time: 3 hrs.

Max. Marks:100

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

- 1 a. What are services? (03 Marks)
b. Explain three levels of retention strategies. (07 Marks)
c. Explain the factors that influence customer perception of service. (10 Marks)
- 2 a. What is zone of tolerance? (03 Marks)
b. Explain the difference between goods and services marketing. (07 Marks)
c. Explain in detail the types of service research. (10 Marks)
- 3 a. What are hard and soft standards? (03 Marks)
b. What factors influence adequate service? Explain. (07 Marks)
c. Explain in detail the myths about services. (10 Marks)
- 4 a. What is meant by service blue print? (03 Marks)
b. Explain the four categories of strategies to match service promises with delivery. (07 Marks)
c. Explain the Human Resource strategies for closing GAP3. (10 Marks)
- 5 a. What is meant by boundary spanners? (03 Marks)
b. Explain the role of service quality in offensive and defensive marketing. (07 Marks)
c. Explain the approaches for understanding service scope effects. (10 Marks)
- 6 a. What are the roles played by customers in service delivery? (03 Marks)
b. Discuss in brief the key intermediaries for service delivery. (07 Marks)
c. Explain in detail the roles of service scope. (10 Marks)
- 7 a. What is physical evidence? (03 Marks)
b. Discuss in detail the strategies for matching capacity and demand. (07 Marks)
c. Explain in detail the waiting line strategies. (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 morning flights scheduled to leave Bangalore for Delhi at 6.30, 8.00 and 9.30 AM were all delayed due to fog in Delhi. The first two were rescheduled for 9.00 AM in the hope that, by then the weather would show improvement. At 8.30AM the passengers were asked to proceed for security check and await departure call. An announcement at 8.50 requested passengers on the second flight, who were waiting in the lounge on the ground level, to board the air craft. Those booked for the first flight, waiting on the first floor lounge heard this announcement.

Anticipating a similar announcement for them, they gradually moved to the gate. The movement of the staff here and there gave the impression that something was afoot. But the gate did not open. One of the passengers asked for the reason for delay. It was about 9.15AM. The staff told that passengers would be boarding within minutes. At 9.30, another traffic assistant also said "within five minutes". When another assistant passed by and gave the same answer. The passengers screamed at him and also the airline. The answer to the abuses was however, that they were not doing their duty and the delay was avoidable. Within another five minutes the passengers were asked to board the aircraft. When all were seated the pilot announced on the system that weather in Delhi was still bad and the next report is expected at 10.30 (nearly 45 minutes later) and the break fast would be served on the board. From the air hostess the passengers came to know that the passengers of second flight were also boarding only then.

Questions :

- a. From the passengers point of view, how the situation could have been handled. (07 Marks)
- b. Analyse the role of organization and employees in this case of service failure. (07 Marks)
- c. How to delight the passengers under the circumstances without incurring much expenditure? (06 Marks)
