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**Third Semester MBA Degree Examination, Dec. 2013/ Jan. 2014**  
**Services Marketing**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer THREE full questions from Q1 to Q6.**  
**2. Q no.7 and Q no. 8 are compulsory.**

- 1** a. Define services. (03 Marks)  
 b. Explain the various elements of services marketing triangle. (07 Marks)  
 c. Explain the GAP model of service quality. (10 Marks)
- 2** a. What are service encounters? (03 Marks)  
 b. Explain the different types of service expectations. (07 Marks)  
 c. Explain the elements in an effective services marketing research program. (10 Marks)
- 3** a. What are the hard and soft standards? (03 Marks)  
 b. Explain the different levels of relationship strategies. (07 Marks)  
 c. Discuss five dimensions of service quality. (10 Marks)
- 4** a. What is service positioning? (03 Marks)  
 b. What are the strategies for enhancing customer participation? (07 Marks)  
 c. Discuss the strategies for closing provider Gap – 3. (10 Marks)
- 5** a. What is skimming the cream price? What is penetration pricing? (05 Marks)  
 b. Explain the types of non – monetary cost. (05 Marks)  
 c. Discuss the strategies for matching capacity and demand. (10 Marks)
- 6** a. What are the key reasons for GAP – 4 involving communication? (05 Marks)  
 b. What are the four categories of strategies to match service promises with delivery? (05 Marks)  
 c. Explain the different types of service scapes (service) (scapes). (10 Marks)
- 7** a. Think of a service job you have had. How effective, in your opinion is the organization is managing the elements of the service marketing mix? (05 Marks)  
 b. How can quality service be used in a manufacturing context for competitive advantage?  
 c. Think of your answer to this questioning the context of computers product you have purchased. (05 Marks)  
 d. Develop a service (such as an internet – based travel service). (05 Marks)  
 Discuss the types of actions customers can take in response to a service failure. As a manager, would you want to encourage your customers to be voicers? If so, how? (05 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 :

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 derive through service with indoor and some time outdoor seating. Some outlets feature large indoor or outdoor play grounds 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 arm chairs, sofas, Wi - Fi connection, tall stools and counters. Plasma TVs will offer news and weather reports, 'flexible' zone will be targeted at families with colourfull patterns and flexible seating.

McDonald's allows its franchises to creatively design the services scape as well as marketing strategies, at eh same time it is extremely tight on its operating procedures and menu standards.

## Questions :

- a. How has the company gained consumer insights? (10 Marks)
- b. How has McDonald's created service differentiators? Discuss with emphasis on the physical evidence of the centre. (10 Marks)

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