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14MBAMM303

Third Semester MBA Degree Examination, Dec.2016/Jan.2017
Services Marketing

Time: 3 hrs.

Max. Marks:100

SECTION – A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is “80/20” customer pyramid? (03 Marks)
- 2 What are search, experience and credence qualities? (03 Marks)
- 3 What is physical evidence? (03 Marks)
- 4 What are the various types of customer expectations? (03 Marks)
- 5 What is service recovery? (03 Marks)
- 6 What are hard and soft customer defined standard? (03 Marks)
- 7 What are the types of non monetary costs related to services? (03 Marks)

SECTION – B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What are the basic differences in marketing goods verses services? (07 Marks)
- 2 What are the different approaches to pricing services? (07 Marks)
- 3 Discuss the different stages of evolution of customer relationship. (07 Marks)
- 4 What are the major reasons for the growth of service sector? (07 Marks)
- 5 What are the key factors that influence customer expectation of service? (07 Marks)
- 6 Explain the ‘services marketing triangle’. (07 Marks)
- 7 Discuss the various strategies for influencing customer perception. (07 Marks)

SECTION – C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the “GAPs model of service quality” with the help of a diagram. (10 Marks)
- 2 Describe the four-levels of retention strategies with suitable example. (10 Marks)
- 3 What is service blueprint? Explain the steps used in building a service blueprint. (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.

- 4 Discuss the steps involved in new services development process. (10 Marks)
- 5 What are the strategies for delivering service quality through people? (10 Marks)
- 6 Discuss the four categories of strategies to match service promise with delivery. (10 Marks)
- 7 Explain in detail service marketing mix and also expanded marketing mix for services. (10 Marks)

SECTION – D
(Compulsory)

8 **CASE STUDY**

The elevator market in India is around Rs.450 crores. OTIS India is the market leader with a market share of about 70% Bharat Bijlee, ECE, Mitsubishi and Hyundai are competitive brands. Otis has a network of nearly 65 centers. The company launched a chip-driven elevator model, launched a chip-driven elevator model, OTIS 300F priced between Rs.15 lakhs and Rs.25 lakhs. Hotel industry forms an important segment in this category as elevator are considered essential to consumers. The microprocessor model takes an optimal combination of destinations ensuring a quick landing at respective destinations (specific floor). The product is also likely to save energy costs significantly, which is an additional USP. OTIS 300F has a target new buildings as old buildings will not have the infrastructure to take on the new model. OTIS also has other models for a huge replacement market which may be integrated in new elevators. It may be noted that grill type of elevators have been banned and this market may be integrated into a “no grill elevator” a lower end of the product line.

Questions:

- a. What are the market segments that you identify for OTIS 300F elevators? (05 Marks)
- b. What should be your target marketing strategies in the above identified segments? (05 Marks)
- c. What would be your marketing strategies for the models in the replacement markets? (05 Marks)
- d. What channels would you recommend for OTIS 300F and replacement market? (05 Marks)

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