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18MBAMM303

Third Semester MBA Degree Examination, Dec.2019/Jan.2020 Services Marketing

Time: 3 hrs.

Max. Marks: 100

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

- 1 a. Define trailer calls. (03 Marks)
b. Explain various elements of service marketing triangle. (07 Marks)
c. Explain strategies for enhancing customer participation. (10 Marks)
- 2 a. Define service encounter. (03 Marks)
b. Explain briefly the types of servicescaper. (07 Marks)
c. Explain different types of service research. (10 Marks)
- 3 a. What are the hard and soft standards? (03 Marks)
b. Define Franchising. Explain its advantages and disadvantages. (07 Marks)
c. Explain strategies for matching capacity and demand. (10 Marks)
- 4 a. Define Services. (03 Marks)
b. Explain Waiting Line Strategies. (07 Marks)
c. Explain strategies for closing GAP₃. (10 Marks)
- 5 a. What is Yield Management? (03 Marks)
b. Explain Pricing Strategies. (07 Marks)
c. Explain the GAP's model of service quality with the help of diagram. (10 Marks)
- 6 a. What is Physical Evidence? (03 Marks)
b. What are search versus experience versus credence qualities? Explain with appropriate examples. (07 Marks)
c. Explain four categories of strategies to match service promises with delivery. (10 Marks)
- 7 a. What is emotional labour in service marketing? (03 Marks)
b. Explain different levels of relationship strategies. (07 Marks)
c. Explain the factors that are influencing customer expectation of services. (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.

CASE STUDYBMW 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 U.K 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.

Questions:

- 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)
