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14MBAMM303

Third Semester MBA Degree Examination, Dec.2015/Jan.2016

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 expanded marketing mix of services? (03 Marks)
- 2 What do you understand by "moment of truth"? (03 Marks)
- 3 What is Mystery shopping? (03 Marks)
- 4 What is service recovery? Cite an example. (03 Marks)
- 5 What are boundary spanners? (03 Marks)
- 6 Explain the non monetary costs related to services. (03 Marks)
- 7 What is physical evidence? (03 Marks)

SECTION - B

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

- 1 Explain the service characteristics that make it different from goods with its implications. (07 Marks)
- 2 What are search versus experience versus credence qualities? Explain with appropriate examples. (07 Marks)
- 3 Explain the different types of service research. (07 Marks)
- 4 Explain the five dimensions of service quality of a service offering. (07 Marks)
- 5 What are the major types of intermediaries used in distributing services? (07 Marks)
- 6 Explain the three basic marketing price structures and challenges associated with their use for services. (07 Marks)
- 7 Discuss the strategic roles of servicescape. (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 diagram. (10 Marks)
- 2 Describe the factors which influence the customer expectations of services. (10 Marks)
- 3 Explain the different levels of relationship strategies required for a service marketer for segmentation and retention of consumers. (10 Marks)

- 4 Discuss the process of setting customer defined service standards. (10 Marks)
- 5 Explain the HR strategies for delivering service quality through people. (10 Marks)
- 6 Discuss the four categories of strategies to match service promises with delivery. (10 Marks)
- 7 What are the general guidelines for an effective physical evidence strategy to be followed by a service organization? (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

AIR INDIA

The news headlines on 7th May, announced a strike by Air India Pilots. In the past 5 years, Air India passengers faced major flight delays and disruptions to their flight schedules due to strikes over pay and promotion, loss making routes, and expensive plane purchases. Technically this wasn't even a strike. Pilots had reported sick and were 'absent' from work.

Mrs. Divya had booked for 17th May from Hyderabad to Chicago (Via Delhi). She was travelling alone with 15 month old baby. She had booked the tickets 7 months in advance to avoid paying a higher fare at the last minute. She called the airline on 16th May to reassure herself of the departure timings for the next day. She was shocked to hear that the domestic flight from Hyderabad to Delhi was cancelled due to shortage of pilots. The airline did not even bother to notify her. Air India reassured her that at least the flight from Delhi to Chicago was on schedule "as of now". Divya started to panic and booked a flight to Delhi on another airline, hoping to atleast make her Delhi-Chicago connection.

On arrival at Delhi, she saw hundreds of stranded passengers mobbing the Air India Counters. Not a single seat in the waiting area was available. After talking to a waiting passenger, Divya realized that he was waiting at the airport for the past 2 days after his first flight had been cancelled. No alternative arrangements had been made by the airlines. Other passengers fought to get their checked-in luggage back. The passengers were complaining about the lack of information.

Divya, on enquiring about her own flight, was informed that it was cancelled. She spoke Calmly to the staff and asked to be accommodated on another Air India or Partner airline flight. The employee seemed unapologetic and unconcerned and simply stated, "There are no seats available... as of now. I don't know how long You'll have to wait. If you want a refund, you can claim it back in Hyderabad." Divya pleaded for a temporary accommodation for herself and her baby. The employee signed and handed her over a sandwich and coffee voucher instead, saying, that's all he could do... as of now.

Divya, lost her temper like the other passengers and joined the mob of shouting passengers. The Air India employees responded, "what can I do? How am I responsible? It's the pilots who are striking and we're left to deal with this bloody mess. I've been working for the past 16 hours straight".

Questions:

- a. What exactly went wrong? Why did it go wrong? Who was responsible? (05 Marks)
- b. Could this situation have been avoided? If not, could it have been mitigated? (and if so, how?) (05 Marks)
- c. Discuss the services marketing triangle in the case of Air India? Justify. (05 Marks)
- d. What service recovery do you recommend to Air India? Justify. (05 Marks)

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