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20MBAMM303

## Third Semester MBA Degree Examination, Feb./Mar. 2022 Services Marketing

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No. 8 is compulsory.**

- 1 a. Define service encounter with an example. (03 Marks)  
b. Explain various elements of service marketing Triangle. (07 Marks)  
c. Define different types of service research. (10 Marks)
- 2 a. What is the difference between hard and soft standards? (03 Marks)  
b. Explain the waiting line strategies. (07 Marks)  
c. Explain the reasons for listening GAP. (10 Marks)
- 3 a. Define Zone of Tolerance. (03 Marks)  
b. Discuss the service pricing strategies. (07 Marks)  
c. Explain the factors that are influencing customer expectation of services. (10 Marks)
- 4 a. What is physical evidence? (03 Marks)  
b. What are the five dimensions of service quality? Explain. (07 Marks)  
c. Explain the human resource strategies for closing GAP-3. (10 Marks)
- 5 a. Define boundary spanners. (03 Marks)  
b. Explain the types of servicescapes. (07 Marks)  
c. Explain the strategies for matching capacity and demand. (10 Marks)
- 6 a. Enumerate the key reasons for communication gap. (03 Marks)  
b. Discuss the customer's role in service delivery. (07 Marks)  
c. Discuss the criteria for an effective service research program. (10 Marks)
- 7 a. What is Yield Management? (03 Marks)  
b. Explain service marketing mix. (07 Marks)  
c. Explain the strategies to match service promise with delivery. (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 [Compulsory]

Hilton Hotels has an integrated technology platform called "OnQ" that provides the basis for its Customer Relationship Management (CRM) system. OnQ centralizes all of the personal profile information that guests provide to Hilton via hotel or central reservation, their websites, or, memberships in the HHonors loyalty program to create a "Guest profile manager". Profiles are created for any guest who is an HHonors member or simply visits a Hilton hotel at least four times within a year. Such a system requires an extraordinary investment in information technology to capture information from Hiltons over 4,600 hotels and nearly 7,60,000 rooms in six continents across 100 countries and territories worldwide. The information collected via OnQ is combined with the customers stay history and any prior complaints made during previous visits. The entire packet information enables many of Hiltons 300,000 employees to recognize and reward guest with appropriate welcome message, room upgrades, or information related to previous visits. OnQ provides a mechanism for Hilton Hotels to learn and remember customer interest and preferences. OnQ provides a methods for capturing and managing information on Hilton customers across a diverse set of properties and various countries with local requirements.

**Questions :**

- a. What initiative did the Hilton Hotel take to build customer relationship? How it will change the employees role? (10 Marks)
- b. What are the benefits does the Hilton Hotel will get by enhancing customer relationship? Explain. (10 Marks)

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