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Third Semester MBA Degree Examination, June/July 2023 Services Marketing

Time: 3 hrs.

Max. Marks:100

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

- 1 a. Define Service. (03 Marks)
b. Discuss the elements of service marketing triangle. (07 Marks)
c. Explain Gap model of service quality. (10 Marks)
- 2 a. What is zone of Tolerance? (03 Marks)
b. Discuss characteristics of services that differentiate it from products. (07 Marks)
c. What is service encounter? Discuss the types of service encounter with suitable examples. (10 Marks)
- 3 a. What do you mean by lost customer research? (03 Marks)
b. Discuss objectives of conducting service research. (07 Marks)
c. Explain relationship development strategies. (10 Marks)
- 4 a. What do you mean by hard and soft standard? (03 Marks)
b. Write a short note on strategies to adjust capacity to meet service demand. (07 Marks)
c. Discuss 4 basic waiting line strategies. (10 Marks)
- 5 a. What do you mean by boundary spanner? (03 Marks)
b. Write a short note on Emotional labour. Explain the cause of emotional labour. (07 Marks)
c. Discuss Role of intermidaries in service delivery. (10 Marks)
- 6 a. What do you mean by SERVQUAL? (03 Marks)
b. Discuss the components of non-monitory price in service. (07 Marks)
c. Discuss 4 categories of strategies to match service promise with service delivery. (10 Marks)
- 7 a. What do you mean by Service Scape? (03 Marks)
b. Explain importance of physical evidence. (07 Marks)
c. Discuss the types of service scape in detail. (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)**'Dining with Dynamic Pricing'**

Flexible or Dynamic pricing and Restaurant industry involves charging menu price by hour or time of day to attract diners in non peak hours such as afternoon between 2 and 6 pm or late evenings. Restaurant may use discounts, such as 15% to 30% of total check, to build traffic during off hours.

Typically the restaurant uses dining agitators a site that collects and co-ordinates information about all restaurants in an area that want to offer dynamic pricing. For example 'www.dinebroker.com' dynamic pricing website, represents 1000 restaurants in more than 50 metropolitan area that uses off peak discount program to gain incremental business and new customers.

Dinebroker.com has an easy-to-use graphic metrics that allows user to see on one page all the participating restaurants and the discount they offer. The site also enables the customer to make online reservation and offer access to prime time tables. To participate in this service of Dinerbroker.com requires restaurants to pay a subscription of 49 dollars a month.

Questions :

- a. Discuss business opportunity identified by the online agitator 'www.dinebroker.com'. (05 Marks)
- b. Express your view why there would be a dynamic pricing strategy required by a restaurant during non peak hours. (05 Marks)
- c. Discuss various pricing strategies that can be adopted by a restaurant. (10 Marks)
