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14MBAMM303

Third Semester MBA Degree Examination, June/July 2018
Service Marketing

Time: 3 hrs.

Max. Marks:100

SECTION - A

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

- 1 What do you mean by 'Service BluePrint'? (03 Marks)
- 2 What is Relationship Marketing? (03 Marks)
- 3 Define 'Service Scope'. (03 Marks)
- 4 Define Inseparability. (03 Marks)
- 5 What is 'Service Encounter'? (03 Marks)
- 6 Define 'Service Design'. (03 Marks)
- 7 List out the dimensions of Service Quality. (03 Marks)

SECTION - B

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

- 1 Explain the stages of New Service Development process. (07 Marks)
- 2 Explain 'Service Marketing Triangle'. (07 Marks)
- 3 Explain Service Marketing Mix. (07 Marks)
- 4 Explain the factors influencing customer satisfaction. (07 Marks)
- 5 Differentiate Qualitative and Quantitative research. (07 Marks)
- 6 Explain the types of Customer Defined Service Standards. (07 Marks)
- 7 Explain the benefits of Electronic channels in the Service Delivery. (07 Marks)

SECTION - C

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

- 1 Discuss GAP Analyses of Service Marketing. (10 Marks)
- 2 Explain the determinants for the evaluation of Service Quality. (10 Marks)
- 3 Explain the levels of Customer Retention Strategies. (10 Marks)
- 4 Explain the segmentation strategies 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.

- 5 Discuss the roles of customers in designing services. (10 Marks)
- 6 Explain the approaches of Pricing in services. (10 Marks)
- 7 Explain the elements of physical evidence in services. (10 Marks)

SECTION - D

CASE STUDY – [Compulsory]

Air Deccan was the first Low Cost Airlines in India. It launched its service on September 2003, with two aircrafts running 20 services to eight cities. By September 2004, Air Deccan increased this figure to 54 flights a day. It has implemented a number of strategies and services to make the company as low cost airlines in India, the distribution strategies, pricing strategies and also the promotional strategies are upgraded. Air Deccan followed a different business model from that of the full service airlines to maintain its low cost advantage. Air Deccan's objective is to make air travel affordable by offering services at nearly 50% of the air fares offered by present market player.

Questions :

1. Discuss how effectively Air Deccan has used the elements of its Service Marketing mix to market its services. (10 Marks)
2. Perishability is one of the major characteristics that affect service providers like Air Deccan. What steps has Air Deccan taken to reduce the negative effects of Perishability. (10 Marks)
