CBCS Scheme

USN ☐☐☐☐☐☐☐☐☐☐

16MBAMM303

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

Time: 3 hrs.

Max. Marks:80

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

1   a. What is meant by customer gap? **(02 Marks)**
    b. Explain the concept of services marketing triangle with an illustration. **(06 Marks)**
    c. Explain the gaps model of service quality, with a diagram. **(08 Marks)**

2   a. What is Search , Experience and Credence quality in Services? **(02 Marks)**
    b. Explain the various types of service encounters. **(06 Marks)**
    c. Explain the human resource strategies for closing GAP3. **(08 Marks)**

3   a. What are the roles played by customers in service delivery? **(02 Marks)**
    b. Explain the role of service quality in offensive and defensive marketing. **(06 Marks)**
    c. Explain the types of services research. **(08 Marks)**

4   a. Explain the key reasons for GAP4. **(02 Marks)**
    b. Explain the process for customer defined service standards. **(06 Marks)**
    c. Explain the strategies for enhancing customer participation. **(08 Marks)**

5   a. What do you mean by zone of tolerance? **(02 Marks)**
    b. Explain the different dimensions of service quality. **(06 Marks)**
    c. Explain the strategies for matching capacity and demand. **(08 Marks)**

6   a. What are waiting line strategies? **(02 Marks)**
    b. Explain the 7 P's of service marketing mix. **(06 Marks)**
    c. Explain the roles of service scope. **(08 Marks)**

7   a. What is Physical Evidence? **(02 Marks)**
    b. Explain the various service pricing strategies. **(06 Marks)**
    c. What are the different categories of strategies to match service promises with delivery? **(08 Marks)**

8   **CASE STUDY** :

BMW 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 UK 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 from the perspective of Service Marketing.   (08 Marks)
b. Discuss the consequences of business for mass production car firms in the over capacity discussion of World car market.   (08 Marks)

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