CBCS SCHEME

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16/17MBAMM303

Third Semester MBA Degree Examination, Dec.2019/Jan.2020
Services Marketing

Time: 3 hrs. Max. Marks:80

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

1 a. Define services. **(02 Marks)**
b. Bring out the differences between Goods and Services in marketing. **(06 Marks)**
c. "Growth of Service Sector contributes to increase in country's economy", Elucidate. **(08 Marks)**

2 a. What is Zone of Tolerance? **(02 Marks)**
b. Briefly, explain Service triangle with appropriate illustration. **(06 Marks)**
c. Explain service characteristics with relevant examples. **(08 Marks)**

3 a. Define "Service Encounter" **(02 Marks)**
b. Explain the importance of CRM in customer retention. **(06 Marks)**
c. Discus the RATER model of SERVQUAL essential for service marketing. **(08 Marks)**

4 a. What are 'Hard' and 'Soft' Standards? **(02 Marks)**
b. Examine the basis for service market segmentation. **(06 Marks)**
c. Explain the common constraints of service marketing and bring out strategies to overcome these constraints. **(08 Marks)**

5 a. What is Yield Management Services? **(02 Marks)**
b. Briefly explain the process of creation of service vision and its implementation. **(06 Marks)**
c. Write a note on boundary spanning roles of service provider and their influence on customers. **(08 Marks)**

6 a. What is Service Recovery? **(02 Marks)**
b. Briefly explain the GAPS model of service marketing. **(06 Marks)**
c. Bring out the approaches to pricing of service and explain various pricing strategies in services. **(08 Marks)**

7 a. Define Service Scape. **(02 Marks)**
b. What are the Key intermediaries of service delivery? **(06 Marks)**
c. Consider an service industry of your choice and explain the seven Ps of service marketing mix. **(08 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.

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8 **CASE STUDY [Compulsory]**

One of the new private banks tried to analyze its customer base, their banking habits and their aspirations, the market research brief was broad enough to include an investigation into customer psychographics, preferences as well as feelings for the bank, the Study was restricted to its customers. The research stumbled on to a starting finding for the bank on its loyalty factor. The implication is that the customers left the bank and migrated to some other service provider.

The first Job was to define a customer for the purpose of the Stedy which was confined to existing customers of the bank's services as well as customer categorized as 'prospects'. Many service products were included in the study, but we will deal only with saving accounts. The acquired customers were either walk – in through personal selling by direct sales agents or bank personnel. A lost customer was defined as one who had stepped making any transactions for over a year, one who had closed his account or a prospect who did not finally agree to open a account.

An analysis on the customer it lost and the underlying reasons thereof, makes interested observations.

Reasons for losing its customers	Lost Customers(%)
• Customers did not understand the menage	----- 5
• Customer felt the bank personnel were rude	----- 12
• Customer was dissatisfied with bank and its products	----- 18
• There were no follow ups from the bank in pursing the customers	----- 65

Many customers for various reasons had changed their residuals and finding no other branch, or ATMs in the sincerity and due to inconvenience in going all the way to their earlier bankers, had opted to discontinue with the bank.

Questions :

a. What are the customers expectations of banking service? **(04 Marks)**
b. Why do banks lose their customers? **(04 Marks)**
c. What indications do the done finding give to the bank? **(04 Marks)**
d. Give appropriate suggestions to the bank to improve its customer base. **(04 Marks)**

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