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18MBAMM303

# Third Semester MBA Degree Examination, Jan./Feb. 2021
## 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.*

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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|---|---|---|---|
| 1 | a. | Define Service. | (03 Marks) |
| | b. | Differentiate Goods and Services. | (07 Marks) |
| | c. | Explain the GAP Model with a neat structural diagram. | (10 Marks) |
| 2 | a. | Define zone of Tolerance. | (03 Marks) |
| | b. | Explain Service Marketing Triangle. | (07 Marks) |
| | c. | Discuss the Market Segmentation Strategies. | (10 Marks) |
| 3 | a. | Differentiate 'Hard' and 'Soft' Standards. | (03 Marks) |
| | b. | What are the four common types of constraints facing services? | (07 Marks) |
| | c. | Explain the consumer Decision Making Process. | (10 Marks) |
| 4 | a. | What are Boundary Spanners? | (03 Marks) |
| | b. | Describe the Key Intermediaries of Services. | (07 Marks) |
| | c. | Explain the strategies for closing GAP-3. | (10 Marks) |
| 5 | a. | Define Yield Management. | (03 Marks) |
| | b. | What are the five dimensions of Service Quality? | (07 Marks) |
| | c. | Explain the Service Marketing Mix. | (10 Marks) |
| 6 | a. | Who is an Emotional labor? | (03 Marks) |
| | b. | What are the three levels of Retention Strategies? | (07 Marks) |
| | c. | Explain the approaches of pricing in services. | (10 Marks) |
| 7 | a. | Define Service Scope. | (03 Marks) |
| | b. | What are the approaches for understanding Service Scope Effects? | (07 Marks) |
| | c. | Discuss the elements of Physical Evidence. | (10 Marks) |

8 Case Study [Compulsory]

The 'Mayo clinic' is the first and largest integrated not-for-profit medical practice group in the world. It has built one of the most powerful services brands on its firmly held brand beliefs and its relentless forces on the patient experience. Two interrelated core values that trace back to the clinic's founders, William and Charles Mayo, over a century ago are at the heart of the organization does : placing the patient's interests above all others, and practicing team work. Every aspect of the patient experience is considered. From public exam rooms to laboratory, Mayo facilities have been designed so that, in the words of the architects of one of the buildings "patients feel a little better before they see their doctors". The 20 story Gonda building in Rochester, Minnesota, has spectacular wide open spaces, and the lobby of the Mayo clinic hospital in Scottsdale, Arizona, has an indoor waterfall and a wall of windows overlooking mountains. In pediatric exam rooms, resuscitation equipment is hidden behind a large cheery picture. The rooms feature microwave ovens and chairs that really do convert to beds, one of the staff member explained "People don't come to the hospital alone".

Questions :

a. How Mayo clinic highlights the service quality by applying the marketing mix of services. (10 Marks)

b. Identify the positive factors that influence the customer perception of services. (10 Marks)

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