



CBCS SCHEME

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18MBAMM303

Third Semester MBA Degree Examination, Jan./Feb. 2023 Services Marketing

Time: 3 hrs.

Max. Marks: 100

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

- 1 a. What are services? (03 Marks)
b. Discuss the strategies for influencing customer perception. (07 Marks)
c. Explain in detail the gap model of service quality. (10 Marks)
- 2 a. Mention the objectives of service research. (03 Marks)
b. What is relationship marketing? Explain the strategies for building relationship marketing. (07 Marks)
c. Explain the various retention strategies for building customer relationships in detail. (10 Marks)
- 3 a. What is customer service standard? (03 Marks)
b. How do create service vision? (07 Marks)
c. Explain the strategies for matching capacity to match demand. (10 Marks)
- 4 a. Define boundary spanning roles. (03 Marks)
b. Describe the role of intermediaries in service delivery. (07 Marks)
c. Explain the strategies for enhancing customer participation. (10 Marks)
- 5 a. What is service marketing communication? (03 Marks)
b. Briefly explain the key reasons for Gap 4 and strategies for closing Gap 4. (07 Marks)
c. Discuss the 4 categories of strategies to match service promises with delivery. (10 Marks)
- 6 a. Define service scapes. (03 Marks)
b. Describe the physical evidence strategies. (07 Marks)
c. Briefly explain the framework for understanding service scape effect on behavior. (10 Marks)
- 7 a. What is customer satisfaction? (03 Marks)
b. Explain the strategies for managing Gap 2. (07 Marks)
c. Discuss the factors affecting pricing 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.

Case Study – Compulsory
ICICI Credit Cards – Improving customer service

In 2004, ICICI Bank was the second largest private commercial Bank in India with about 470 branches and 1800 ATM's. It provided a multitude of banking and financial services namely banking, credit cards, loans, investments and so on.

In the same period, its credit card division was ranked second, having about 2.4 million customers. The bank offered various categories of credit cards such as premium (solid gold, Amex gold), classic (sterling silver, American express green, mini, easy deposit-gold and silver).

They also introduced value for money cards, affinity cards and co-branded cards as part of their customer relationship strategy.

Questions:

- a. By concentrating on the number game ICICI lost out on quality of customer service. Highlight the various measures taken by the bank to retain the customers. (05 Marks)
- b. What strategies ICICI bank can use to retain the customers? (05 Marks)
- c. Discuss the various issues involved in this case. (05 Marks)
- d. Do you think ICICI bank was able to leverage this factor and build customer relationship and loyalties? If yes, mention the benefits of customer relationships. (05 Marks)

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