

CBCS SCHEME

20MBAMM303

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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 Q.No.7.

2. Question No. 8 is compulsory.

- 1 a. Define the concept of Service. (03 Marks)
b. Brief on the concept of Service Marketing Triangle. (07 Marks)
c. Summarize the factors influencing customer expectations of Service. (10 Marks)
- 2 a. Define Service Research. (03 Marks)
b. What are the key reasons for GAP – 1? Explain the strategies for managing this gap. (07 Marks)
c. Discuss the levels of retention strategies in detail. (10 Marks)
- 3 a. Define Hard and Soft standard of Service. (03 Marks)
b. Quote the challenges of matching supply and demand in capacity. (07 Marks)
c. What are the strategies for Managing capacity to match demand? (10 Marks)
- 4 a. Define Emotional Labour. (03 Marks)
b. What are the strategies for closing GAP3? (07 Marks)
c. Briefly explain the strategies for delivering service quality through employees. (10 Marks)
- 5 a. Define Service Marketing Communication. (03 Marks)
b. What are the various approaches to pricing Services? (07 Marks)
c. Explain the four categories of strategies to match service promises with delivery. (10 Marks)
- 6 a. What is Physical Evidence? (03 Marks)
b. Explain the role of Service Scapes. (07 Marks)
c. Explain the element of physical evidence in services. (10 Marks)
- 7 a. Define Consumer Behaviour in Services. (03 Marks)
b. What are the factors that influence customers perception of Services? (07 Marks)
c. Discuss the types of Services encounter and factors affecting Service Encounter. (10 Marks)

8 **CASE STUDY (Compulsory) :**

Private FM radio Industry in India is currently in nascent stage. Currently the FM radio market has presence of six domestic players. Government of India has initiated the process of expansion in this sector by inviting more private players through auction. ABB is leading private entertainment company of V.S having vast portfolio of T.V and radio channels. The Company has approached you for customization of its FM radio services for Bangalore Market. You being a Market Consultant, suggest.

Questions :

- a. Suggest suitable S.T.P for the Company. (10 Marks)
- b. What promotional strategies will you suggest to grab a major pic of market share? (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.