END TERM EXAMINATION
THIRD SEMESTER [MBA] DECEMBER 2012

Paper Code: MS-215/MSP-311/RMS-515

Subject: Services Marketing

Maximum Marks :60

Note: Attempt any five questions. All questions carry equal marks.

Q1 “There is no such things as service industries... only industries where service components are greater or less than those of other industries. Everybody is in service industry.......”. Do you agree with this statement of Theodore Levitt? Explain with examples.

Q2 Outline the reasons why it is useful – from a marketing perspective – to classify services. Identify the most important bases for classification.

Q3 In what ways do buying processes for airline travel typically differ between private buyers and business buyers? How should airlines respond to these differences?

Q4 Critically assess the usefulness of the SERVQUAL technique for measuring quality in an industry of your choice.

Q5 (a) To what extent does the intangibility of service influence the promotional methods used by a service organization.

(b) Using a service company of your choice, analyse how price discriminations is practiced between different groups of customers.

Q6 (a) Discuss the strategic role of physical evidence for a service firm. Give examples.

(b) How should the service scope of a firm that targets ethical shoppers be designed?

Q7 Critically analyse the marketing efforts made by (a) A company in Healthcare sector, (b) A company in Banking sector. How well have they succeeded in differentiating its services from that of their competitors? Explain analytically.

Q8 Write short notes on any three:

(a) Process of services marketing management
(b) GAP & Model
(c) Service Blueprinting
(d) Positioning strategy of any airline company in India
(e) Customer role in service delivery