

Sub:	Services Marketing					Code:	17MBAMM303		
Date:	20/09/18	Duration:	90 mins	Max Marks:	40	Sem:	III	Branch:	MBA

		Marks	OBE	
			CO	RBT
<b>Part A - Answer Any Two Full Questions (16*02=32 Marks)</b>				
1 (a)	Define Services.  A Comprehensive Definition of Services with examples	[02]	CO1	L1
(b)	Discuss reasons for growth of services sector.  Explanation of Reasons (4 marks)  Services as a % of GDP, Services as a Business Imperative, Deregulation, Services marketing being Different, Services are Profitable,  Illustrations (2 marks)	[06]	CO1	L2
(c)	Explain the Services Marketing Mix with Examples.  7 Ps (6 Marks): Product, Place, Price, Promotion, People, Process, Physical Evidence  Tangibility Spectrum  Examples(2 marks)	[08]	CO1	L4
2 (a)	List the GAPs in Services Quality. All the Gaps Listening GAP Services Design and Standards GAP Services Performance Gap The Communications Gap Simple Definitions	[02]	CO1	L1
(b)	Differentiate between Search , Experience and Credence property in Services. Explanation of: Search Experience Credence (4 marks) Differences ( 2 marks)	[06]	CO1	L2
(c)	Illustrate on the Customer expectations of Services. Factors of Customer Expectations	[08]	CO1	L3

	Personal Needs Lasting Service Intensifiers Temporary Service Intensifiers Perceived Services Alternatives Self Perceived Service Roles Situational Factors( 6 marks) Illustrations(2 marks)		
3 (a)	Summarize the key reasons for GAP 1. Reasons for Gap1 Inadequate Marketing Research Lack of Upward Communication Insufficient Relationship Focus Inadequate Service Recovery	[02]	CO1 L5
(b)	Explain on the concept of Relationship Marketing. Explanation ( 4 marks) Customer s as Strangers ,Acquaintances, Friends, Partners Benefits for Customers and Firms Relationship Values of Customers  Examples(2 marks)	[06]	CO1 L4
(c)	Discuss in brief how you will develop Customer Relationship through retention Strategies. Strategies Core Service Provision Switching Barriers Customer Inertia, Switching costs Relationship Bonds Financial, Social, Customization, Structural Bonds (6 marks) Examples ( 2 marks)	[08]	CO1 L2
	<b>Part B - Compulsory (02*04=08 marks)</b>		
4			
(a)	You are the manager of RST Banking company, how you are going to analyze Customer Expectations in Personal Banking Services?  Services Marketing Research and Factors of Customer Expectations Personal Needs Lasting Service Intensifiers Temporary Service Intensifiers Perceived Services Alternatives Self Perceived Service Roles Situational Factors	[04]	CO1 L4
(b)	Asses the work done by Cell phone companies to enhance Customer Satisfaction? Factors of Customer satisfaction	[04]	CO1 L5

Customer s as Strangers ,Acquaintances, Friends, Partners  
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