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**Internal Assessment Test 2– Oct 2016**

Subject:	Services Marketing						Code:	14MBAMM303			
Date:	28.10.2016	Duration:	90 Mins	Max Marks:	50	Semester:		Branch:	MBA		
<i>Note: Answer any 2 question in Part-A, Part-B &amp; Part-C. Part-D is compulsory</i>											

**Part – A**

**1 (a) What do you mean by emotional labour ? 3 Marks RBT L1**

*Emotional labour is a way of emotion regulation in which employees control their emotions and feelings at work. Many customer service workers, especially, have to regulate their emotions on the job to be able to appear professional when dealing with negative issues and disgruntled or rude customers.*

**(b) Cite the different principles of recovery. 3 Marks RBT L2**

- Fail Safe Service System*
- Employee training*
- Listening to customers*
- Uniform Policies and procedures*
- Encourage Complaints*
- Educate the Customer*
- Timely Response*

**(c) Distinguish between customer hard standards and soft standards. 3 Marks RBT L2**

*As Einstein said, —Not everything that counts can be counted, and not everything that can be counted, counts.*

*Hard Standards: Things that can be counted, timed, or observed through audits. Reliability is the key to customer defined hard standards “Do it right first time”, this means service is delivered as per customer’s assessment.*

*Soft Standards: These are difficult to measure, and Soft standard provide guidance and feed back to employees in ways to achieve customer satisfaction. ♣ Opinion based measures that cannot be directly observed*

**Part – B**

**2. (a) Communication Gap in Services affects service quality. Justify. 7 marks RBT L5**

**(b) Discuss a few service recovery strategies. 7 marks RBT L1**

- *Do it Right the first time.*

- *Welcome and encourage complaints.*
- *Act quickly.*
- *Treat clients fairly*
- *Learn from recovery experiences.*
- *Learn from lost client.*

**(c) Explain the key issues in involving intermediaries by service organizations. 7 marks RBT L1**

- *Cost*
- *Rewards/Bonuses/Hikes*
- *Quality Assurance*
- *Policies and procedures*
- *Grievance Handling*

### **Part – C**

**3.(a) Explain with examples how customer participation can enhance service quality. 10 marks RBT L3**

- *Define Customer's Job*
- *Recruit Educate and Reward*
- *Manage the customer mix*

**(b) Suggest and explain the strategies to close Gap 3.**

**10 marks RBT L2**

- *Hire the Right employee*
- *Define the roles and responsibilities Concisely*
- *Adequate employee Training*
- *Uniform policies and procedures*
- *Effective Horizontal/Vertical Communication*
- *Customer Education/Participation*

**(c) Service Designing and Positioning is a challenging task. Elucidate.**

**10 marks RBT L4**

- *Oversimplification,*
- *The Second risk is Incompetencies*
- *The Third risk is Subjectivity*
- *The Final risk is Biased interpretation*

### **Part-D**

**4. A Business Analyst was assigned the task of designing a Service Blue Print for an MNC venturing into the dining and lodging industry.**

**a) Illustrate the service blue print with a schematic diagram**

**5 Marks**

**RBT L6**

**b) Explain the key services required in this industry**

**5 Marks RBT L3**

### **BASIC SERVICES**

1. Welcoming you 2. Lead you to the seat 3. Turn the glass 4. Fill the glass with water

5. Give you menu card and provide an ashtray if required 6.Move the cutlery into the right position if not done earlier 7.Switch on the music if not done earlier 8.Take the order 9.Service the food as ordered 10.Enquiry regarding the quality of food 11.Provide you cheque 12.Help you to depart13.Wish you good day or good night and lead you to the exit.

#### BACKSTAGE SERVICES:

1. Arrangement of the table, table cloth, flower vase, cutleries
2. Dusting the seats
3. Wearing uniform
4. Keeping the Menu card handy
5. Fill the water jug

#### SUPPORT SERVICES:

1. Interacting with the bar tender
2. Interacting with the cook and other kitchen employees to make sure that they prepare exactly what customer wants?
3. Carrying the food from the counter to the customer in an orderly manner
4. Interaction with the billing section
5. Interacting with the D.J.