

--	--	--	--	--	--	--	--	--	--

Internal Assessment Test - III

Sub:	SERVICES MARKETING						Code:	16MBAMM303	
Date:	07/11/17	Duration:	90 mins	Max Marks:	40	Sem:	Iii	Branch:	MBA

		Marks		OBE	
		CO	RBT		
Part A - Answer Any Two Full Questions (16*02=32 Marks)					
1 (a)	Distinguish between hard and soft standards.	[02]	CO1	L2	
(b)	Discuss the sources of conflict that arise in organization.	[06]	CO2	L2	
(c)	Describe the key reasons for Gap 2 during service delivery.	[08]	CO1	L1	
2 (a)	Define emotional labour.	[02]	CO2	L1	
(b)	Examine the key intermediaries for service delivery.	[06]	CO1	L4	
(c)	Elaborate on the methodologies to exceed customer expectation	[08]	CO3	L3	
3 (a)	What do you mean by yield management	[02]	CO1	L3	
(b)	Explain the different waiting line strategies in organization	[06]	CO2	L3	
(c)	Demand is at it's peak in an organization. Discuss the strategies to match demand and capacity.	[08]	CO3	L5	
Part B - Compulsory (01*08=08 marks)					
4	<p>Hospital patients have enough problems with their illness not to confront poor service as well.. Whether the physician, the house staff or the nurse, the waiter, xray or emergency room, the admitting clerk is rude; the maid who bumps the bed while cleaning: the parking-lot attendant who is less than helpful when the lot is full; the cafeteria that turns away visitors; The pharmacy that has limited hours for outpatients - all of this suggests that hospitals operate for their own convenience and not that of the patient, his family and friends. Hospitals today are turning to guest-room programs to train and motivate Physicians, nurses and other employees in hospitality. Radford (III). Community Hospital is among the latest of several hospitals to add a further wrinkle-a "guaranteed services" program.</p> <p>Radford set up a fund of \$10,000 out of which they pay patients who have a justified complaint ranging from cold food to overlong waits in the emergency room. The "hook" is that any money not paid out of the fund at the end of the year is divided among the hospital's employees. This plan has added a tremendous incentive for the staff to treat the patients well. If there are one hundred employees and no patients have to be paid by the end of the year, each employee gets a \$100 bonus. In the first six months, the hospital had to pay out only \$300 to patients</p>				

		Marks		
(a)	Explain the role of employees in achieving better customer satisfaction in the healthcare industry.	[04]	CO1	L4
(b)	Discuss the service quality in the above context with RATER scale	[04]	CO3	L4

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	Develop an understanding about the various concepts and importance of Services Marketing.	1.a 1.c 2.a 2.c 3.a	1.b 2.c	3.c 2.b 4.a 4.b						
CO2:	Enhance knowledge about emerging issues and trends in the service sector									
CO3:	Learn to implement service strategies to meet new challenges									
CO4:										
CO5:										
CO6:										

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.