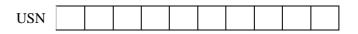
CMR INSTITUTE OF TECHNOLOGY





Internal Assesment Test – III

Sub:	Services Marketing						Code:	17MBAMM 303	
Date:	22/11/18	Duration:	90 mins	Max Marks:	40	Sem:	III	Branch:	MBA

				О	BE
			Marks	СО	RBT
		Part A - Answer Any Two Full Questions (16*02=32 Marks)			
l	(a)	List the main pricing approaches for Service	[02]	CO1	L1
		Cost based, Competition based, Demand based			
	(b)	What are the various service pricing Strategies	[06]	CO3	L1
		Value is low price(Discounting, odd, synchro, penetration pricing)	1.5*4 =6		
		Value is everything I want in a Service(Prestiege, Skimming)			
		Value is the Quality I get for the Price I pay(Value. Market Segmentation)			
		Value is all I get for All that I give(Price framing, Price Bundling, Complementary, Results based Pricing)			
	(c)	Analyze the significance of Non Monetary Cost in Pricing Decisions in Services.	[08] 5*1+3	CO3	L4
		Time costs, Search Costs, Convenience Costs, Psychological Costs, Reducing Non Monetary Costs	=8		
	(a)	What is Physical Evidence?	[02]	CO1	L1
		Services cape(interior and exterior Facility and other tangibles)			
	(b)	Identify the guidelines for Physical Evidence Strategy	[06]	CO3	L1
		Recognize the strategic Impact of Physical Evidence Blueprint the Physical Evidence of Service Clarify Strategic Roles of the Servicescape. Assess and Identify Physical Evidence Opportunities Be prepared to update and Modernize the evidence Work Crosss functionally	1*6=6		

(c)	Explain the roles of Services scope.	[08] 2*4=8	CO2	L4
	Package Facilitator Socializer Differentiator			
3 (a)	Why do Tangibles require a special mention in Services Business?	[02]	CO2	L1
	Interior and Exterior Design and Other Tangibles			
(b)	Discuss how a college with mediocre faculty and better physical evidence will appeal to students.	[06] 2*3=6	CO3	L2
	Compare and Contrast the importance of People and Process with Physical Evidence			
(c)	Explain the ways of improving business by better Physical evidence Management	[80]	CO2	L4
	Students should stress the importance and significance of Physical evidence			
4	Part B – Compulsory(2*04=08 marks)	[08]		
	I Flex one of India's premier IT companies with a significant product(FLEXCUBE) in the market, has seen pricing pressure increase in its services business. Infosys and Wipro have also talked of lower price levels to get new orders from their customers in the past year or two. The BPO and Call Centre firms have seen pricing pressure bring down their hourly rates from around USD 15 a year ago to about USD 10, and an expectation that the fall will continue till it reaches about USD in the future,			
	4.a What is the option available to Indian IT company that is facing Pricing Pressure Differentiating the offer better than competition	4 2*2=4	CO2	L1
	Differentiating the offer better than competition Identify segments that are profitable			
	4 b .Discuss Price drop as a likely occurrence in the future planning process \Volume vs Thinner margins	4	CO3	L2

	Course Outcomes	P01	P02	P03	P04	P05	P06	P07
CO1	Develop n Understanding about the various concepts and importance of Services Marketing	1 a, 3a	3a					
CO2	Enhance knowledge about emerging issues and trends in the service sector	2 a,	3c				2c, 4a	
CO3	Learn to implement service strategies to meet new challenges	1b,	2b, 1c				3b, 4b	

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.

PO1 - Knowledge application; PO2 - Analytical and logical thinking; PO3 - Team work; PO4 - Leadership; PO5 - life-long learning; PO6 - Analyze and practice aspects of business; PO7- Personal and Societal growth;