

Internal Assessment Test – III

Sub:	Services Marketing	Code:	17MBAMM 303
Date:	22/11/18	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) List the main pricing approaches for Service Cost based, Competition based, Demand based	[02]	CO1	L1
	(b) What are the various service pricing Strategies Value is low price(Discounting, odd, synchro, penetration pricing) 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)	[06] 1.5*4 =6	CO3	L1
	(c) Analyze the significance of Non Monetary Cost in Pricing Decisions in Services. Time costs, Search Costs, Convenience Costs, Psychological Costs, Reducing Non Monetary Costs	[08] 5*1+3 =8	CO3	L4
2	(a) What is Physical Evidence? Services cape(interior and exterior Facility and other tangibles)	[02]	CO1	L1
	(b) Identify the guidelines for Physical Evidence Strategy 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	[06] 1*6=6	CO3	L1

	(c) Explain the roles of Services scope. Package Facilitator Socializer Differentiator	[08] 2*4=8	CO2	L4
3	(a) Why do Tangibles require a special mention in Services Business? Interior and Exterior Design and Other Tangibles	[02]	CO2	L1
	(b) Discuss how a college with mediocre faculty and better physical evidence will appeal to students. Compare and Contrast the importance of People and Process with Physical Evidence	[06] 2*3=6	CO3	L2
	(c) Explain the ways of improving business by better Physical evidence Management Students should stress the importance and significance of Physical evidence	[08]	CO2	L4
4	Part B – Compulsory(2*04=08 marks) 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,	[08]		
	4.a What is the option available to Indian IT company that is facing Pricing Pressure Differentiating the offer better than competition Identify segments that are profitable	4 2*2=4	CO2	L1
	4 b .Discuss Price drop as a likely occurrence in the future planning process \\Volume vs Thinner margins	4	CO3	L2

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7
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;