

**Scheme Of Evaluation  
Internal Assessment Test 1– Sep 2019**

**Sub:** **Services Marketing**

**Code:** **18 MBA  
MM 303**

Date: 09.09.19 Duration: 90mins Max Marks: 50 **Sem:** III

**Branch:** MBA

**Note:** Part A - Answer Any Two Full Questions (20\*02=40 Marks)

Part B - Compulsory (01\*10= 10marks)

Part	Question #	Description	Marks Distribution	Max Marks	
A	1	a	Services marketing Definition <b>Services marketing</b> typically refers to both business to consumer (B2C) and business-to-business (B2B) <b>services</b> , and includes <b>marketing of services</b> such as telecommunications <b>services</b> , financial <b>services</b> , all types of hospitality, tourism leisure and entertainment <b>services</b> , car rental <b>services</b> , health care <b>services</b>	3	20 M
		b	Reasons for Growth of Services Main <b>reasons</b> behind the <b>growth of services</b> include rapid urbanization, the expansion of the public sector and increased demand for intermediate and final consumer <b>services</b> . Access to efficient <b>services</b> has become crucial for the productivity and competitiveness of the entire economy. <b>Four Reasons</b> 4* 1.5=6, Indian conditions 1 mark	7	
		c	7 Ps of Services Marketing The <b>mix</b> consists of the seven P's i.e. Product, Pricing, Place, Promotion, People, Process and Physical Evidence 7*1.25=8.75, 1.25 for examples.	10	
2	a	Services Marketing Mix The <b>mix</b> consists of the seven P's i.e. Product, Pricing, Place, Promotion, People, Process and Physical Evidence 7 Ps = 3 marks	3	20 M	
	b	Services Vs Products <b>Products are tangible</b> – they are physical in nature such that they can be touched, smelled, felt and even seen. Services are intangible and they can only be felt not seen. <b>Need vs. Relationship</b> – a product is specifically designed to satisfy the needs and wants of the customers and can be carried away. However, with a service, satisfaction is obtained but nothing is	7		

			<p>carried away. Essentially, marketing of a service is primarily concerned with creation of customer relationship.</p> <p><b>Perishability-</b> services cannot be stored for later use or sale since they can only be used during that particular time when they are offered. On the other hand, it can be seen that products are perishable. For example, fresh farm and other food products are perishable and these can also be stored for later use or sale.</p> <p><b>Quantity-</b> products can be numerically quantified and they come in different forms, shapes and sizes. However, services cannot be numerically quantified. Whilst you can choose different service providers, the concept remains the same.</p> <p><b>Inseparability-</b> services cannot be separated from their providers since they can be consumed at the same time they are offered. On the other hand, a product can be separated from the owner once the purchase has been completed.</p> <p style="text-align: center;"><b>5 Differences = 7 marks</b></p>		
	c	Services Triangle	<p>Each side of the service marketing triangle represents a type of marketing, and the types interact between the entities on the points where the sides meet. At the top of the triangle sits your business organization. At each corner at the bottom of the triangle are your customers and your employees who interact with and provide the services to your customers. 3 Components = 6 Marks, Diagram = 2 Marks, Examples = 2 Marks</p>	10	
3	a	Zone of Tolerance	<p>Definition The <b>zone of tolerance (ZOT)</b> is defined as “the difference between desired service and the level of service considered adequate”</p>	3	20 M
	b	Search Experience and Credence	<p><b>Search products or services</b> have attributes customers can readily evaluate before they purchase. A hotel room price, an airline schedule, television reception, and the quality of a home entertainment system can all be evaluated before a purchase is made.</p> <p><b>Experience products or services</b> can be evaluated only after purchase, such as dinner in a new restaurant, a concert or theatre performance, a new movie, or a hairstyle. The customer cannot pass judgement on value until after he or she has</p>	7	

			<p>experienced the service.</p> <p><b>Credence products</b> or services have attributes buyers cannot confidently evaluate, even after one or more purchases. Thus, buyers tend to rely on the reputation of the brand name, testimonials from someone they know or respect, service quality, and price</p> <p>3*2+ 1 for examples</p>			
		c	<p>Customer Expectations of Services</p>	<p>Customer <b>expectations</b> are the feelings, needs, and ideas that customers have towards certain products or services. Customers experience is based on what they want from the products or services they are paying for.4*2+2 for Examples</p>	10	
<b>B</b>	4	a)	Offerings	<p>Open ended with reasons and examples</p> <p>3 Marks</p>	3 +7	10 M
		b)	3 Ps 3*2+ 1 for Examples			