USN

Internal Assesment Test - I

Sub:	Services Marketing					Code:	18 MBA MM 303
Date:	09.09.19	Duration:	90 mins	Max Marks: 50	Sem: III	Branch:	MBA

		Marks	OBE	
			CO	RBT
Part A - Answer Any Two Full Questions (2* 20 = 40 marks)				
1 (a)	Define Services Marketing.	[03]	CO1	L1
(b)	Discuss the reasons for Growth of Services Sector	[07]	CO1	L2
(c)	Explain the 7 Ps of Services Marketing with Examples.	[10]	CO1	L4
2 (a)	What is meant by Service marketing Mix?	[03]	CO1	L1
(b)	Differentiate Services from Products	[07]	CO1	L2
(c)	Explain the Services Triangle with a neat diagram and examples	[10]	CO1	L4
3 (a)	What is Zone of Tolerance?	[03]	CO1	L1
(b)	Analyze Search, Experience and Credence Properties f Services.	[07]	CO1	L4
(c)	Summarize on the Customer expectations of Services	[10]	CO1	L2
Part B - Compulsory (01*10=10 marks)				
4	Cafe Coffee Day(CCD) is catering to Customers who can spend more on Refreshments.			
(a)	What is the offering of CCD?	[]	CO1	L1
(b)	Asses the Process, People and Physical Evidence mix of CCD with respect to competitor Star Bucks.	[]	CO1	L5

	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1:	To acquaint the students with the characteristics of services and their marketing implications.	3	3	1	1	2	2	1
CO2:	To discuss and conceptualize the service quality, productivity in services, role of personnel in service marketing and to manage changes in the environment.	3	3	1	-	1	-	2
CO3:	To familiarize the students with the GAPS model and strategizing towards closing the GAPS for effective services marketing	2	3	2	2	2	1	3

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*;