Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐

Z 4520

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2008.

Elective

BA 1722 — SERVICES MARKETING

(Regulation 2005)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1.   Briefly mention the reasons for the growth of the service economy.

2.   What are the implications of inseparability?

3.   What is 'zone of tolerance'?

4.   Distinguish between core and peripheral services.

5.   What are the determinants of quality?

6.   What are the applications of bench marking?

7.   How does blue print differ from service map?

8.   What is product retention index?

9.   What is 'SERVQUAL'?

10. What is meant by positioning?

PART B — (5 × 16 = 80 marks)

11. (a) What are the challenges facing service managers?

Or

(b) Describe the means of overcoming the implications of the characteristics of service.

12. (a) Develop a flow chart to depict the delivery of the following services.

(i) Hotel catering (8)

(ii) Banking. (8)

Or

(b) In what specific ways does the distribution of services differ from the distribution of goods?

13. (a) Draw the service blue print for the following services :

(i) Courrier

(ii) Air-lines.

Or

(b) Comment on the difficulties marketers have in differentiating their services from those of competitors.

14. (a) What are the sources of desired and adequate service expectation?

Or

(b) Explain the categories (activities) in the decision-making and evaluation process of services.

15. (a) What type of environment prevail for services? Explain.

Or

(b) Derive a customer service campaign for any service of your choice.

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