

MBA DEGREE EXAMINATIONS: APRIL/MAY 2014

(Regulation 2009)

Third Semester

MASTER OF BUSINESS ADMINISTRATION

MBA639: Services Marketing

Time: Three Hours

Maximum Marks: 100

Case Study

PART A (1x20=20 Marks)

1. Tower Airlines had a frequent flier programme called climb the Tower. This contained a lot of potential benefits for frequent fliers. The airline had recently introduced 15 day and 30 day advance booking at concessional fares, up to 50 percent lower than regular faces in certain cases.

A passenger requested, while checking in one day, that the check-in employee check-in credit for the frequent flier programme by typing in this number. The check –in clerk replied that this was a concessional ticket and therefore, the customer would not get credit for it. The customer asked him to record it anyway, regardless of what would happen later. At this the clerk replied that the computer would not accept this data for a concessional ticket. When informed that it had already been entered for a similar ticket on his earlier flight by the staff of the same airline, the clerk changed his line and said that it involved a series of unnecessary entries and that he would enter the information if his supervisor asked him to.

The supervisor was called and he asked the clerk to enter the customer’s frequent flier number in to the boarding pass, while he then did.

Questions:

a) Assuming that the technical point made by the clerk was right, how would you have handled the situation if you were in his position?

b) What do you think the impact of this would have been on the frequent flying customer?

Answer ALL the questions;

PART B (10 x 2 = 20 Marks)

2. What is service marketing?
3. Classify the services.
4. What is SERQUAL?
5. What is market segmentation?
6. What are the stages of service life cycle?
7. What do you understand by marketing communication mix?
8. Define service blueprinting.
9. Write a note on internal marketing.
10. What is productivity trade off?
11. Discuss service flowcharting.

PART C (4 x 15 = 60 Marks)

12. a) What are the elements of service marketing mix? Explain
(OR)
b) Explain the role of services in the modern economy.
13. a. Discuss the customer expectation and perception of services.
(OR)
b. Explain about service marketing process with suitable examples.
14. a. Explain the stages and types of new service development?
(OR)
b. Explain the pricing strategies of services and its problems.
15. a. Discuss the process of services and operations.
(OR)
b. What are impacts of real time and online issues in services?
