



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBB2713 : Services Marketing

COURSE OUTCOMES

- CO1:** Understand the various theoretical frameworks and concepts of Services Marketing.
- CO2:** Assess service strategy of an organisation using the Gaps model of Service Quality.
- CO3:** Formulate a service strategy based on marketing research for a well-defined problem.
- CO4:** Display an above average level of proficiency in presenting and writing a technical research report.
- CO5:** Display ability to work collaboratively as a team.

Time: Two Hours

Maximum Marks: 50

PART A (10 x 2 = 20 Marks)

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| 1. | What are the various ways by which service can be classified? | CO1 [K ₁] |
| 2. | What do you mean by Service Strategy? | CO1 [K ₁] |
| 3. | What are the Services marketing communication strategies? | CO1 [K ₁] |
| 4. | Define Service Encounter. | CO2 [K ₁] |
| 5. | Why is it important to measure and monitor customer satisfaction and service quality? | CO2 [K ₁] |
| 6. | What Do you mean by “Zone of Tolerance”? | CO2 [K ₁] |
| 7. | Define service blueprinting. | CO4 [K ₁] |
| 8. | Outline the role of price as an indicator of quality to consumers | CO3 [K ₂] |
| 9. | What are the challenges faced for delivering service through intermediaries? | CO3 [K ₁] |
| 10. | Identify the KPIs for service performance measurement. | CO3 [K ₃] |

PART B (4 x 5 = 20 Marks) Answer any Four questions

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| 11. | Outline various elements of service marketing mix, with examples. | CO1 [K ₂] |
| 12. | Explain various recovery strategies to be adopted by service firm? | CO2 [K ₅] |

13. Discuss service quality and productivity. What is integrated gaps model of service quality? CO3 [K₆]
14. Outline the importance of physical evidence and the service scape in service marketing, with examples. CO2 [K₂]
15. Describe the four levels of Retention strategies giving examples of each type. Think of a service organization to which you are loyal and give reasons for your loyalty. CO5 [K₄]

Part – C (1x10=10 marks) Compulsory

16. Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be "Absolutely, positively, certain their packages will be there by 10.30 in the morning". CO3 [K₆]
- In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers' problems.
- Questions
- (a) What is PCL's product? What are the tangible and intangible elements of this service product?
- (b) Elaborate the elements of service quality for a delivery service like PCL? In what way does technology influence PCL's service quality?
