

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Winter 2018 - 19 Examination**

**Semester: 4**  
**Subject Code: 06203252**  
**Subject Name: Services Marketing**

**Date: 13/12/2018**  
**Time: 02:00 pm to 04:30 pm**  
**Total Marks: 60**

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Which of the following is not an element of physical evidence?
 

a) Employees uniform	c) Employee Training
b) Equipment	d) Facility Design
2. \_\_\_\_\_ is the difference between customer expectation and perception.
 

a) Customer Delight	c) Supplier Gap
b) Customer Satisfaction	d) Customer Gap
3. Servicescape refers to
 

a) Service Factory	c) Service Landscape
b) Place where service is delivered	d) Beautiful service landscape.
4. Life Insurance Policy is an example of
 

a) Experience goods	c) Credence Goods
b) Convenience goods	d) Search Goods.
5. To manage demand and supply, the company can
 

a) Ask the customers to wait during peak hours	c) Adopt reservation system to balance demand and supply.
b) Divert to competitors	d) Increase the price of service.

**B).Define the following. (Each of 1 mark) (05)**

1. Service Blueprint
2. Service Encounter
3. Ambient Conditions
4. Service Recovery.
5. Policy Gap

**C).Direct questions. (Each of 1 mark) (05)**

1. What are credence attributes?
2. What is Zone of Tolerance?
3. What is target market?
4. Customer Relationship Management
5. What is Single line, sequential stages type of queuing system?

**Q.2 Answer the following questions.**

**A).**Explain the different factors that influence the different levels of customer expectations in service? **(07)**

**B).**Explain in detail the salient features of Services Marketing **(08)**

**Q.3 Answer the following questions.**

**A).**Explain the Tripod of service pricing. **(07)**

**B).**What are the strategies for reducing customer defections? Explain briefly. **(08)**

**Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

1. Explain the concept of flower of service with the help of an example of hotel industry.
2. Take a service which you utilize in your day-to-day operations. Discuss how SSTs (Self-Service Technologies) made this service more convenient and more efficient.

3. Take a service which you have utilized recently and where you have not got the desired service. Why do you think the company could not give you the desired service? What would you have done if you were in charge of giving this service?
4. Tulip Restaurant is a newly opened restaurant in Baroda. The Management has decided that they would give the best of services to its customers to gain their loyalty. In order to provide clean and hygienic drinking water to its customers, they installed a top quality RO plant. They did not provide customers with bottled mineral water as was the practice in other reputed restaurants. The management's thinking was that customers come to a restaurant to eat and therefore it is the duty of the restaurant to provide them good, clean drinking water for which the customers should not be made to pay.

Tulip wanted to set new standards of customer service and therefore carefully selected their service staff. As a policy matter, the management had instructed the restaurant manager / stewards to inform the customers about the approximate waiting time it would take before the customers could be ushered to their tables. But, the manager / stewards did not follow this practice. For fear of losing customers, they always told the customers that their chance would come very shortly. The result was that, at times customers were told that they would have to wait for only 5 minutes, whereas, their turn would come up after waiting for almost half an hour.

In order to attract all types of customers, the restaurant gave regular ads in the news papers informing that they served all types of cuisines – Thai, Continental, Lebanese, Punjabi, South Indian, and Gujarati. But the fact was that it was able to serve only Punjabi and Gujarati cuisine because they could not find good cooks.

Q. Identify the different Gaps in the case of Tulip restaurant. Justify your answer