

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2017 - 18 Examination

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

Date: 12/01/2018
Time: 10:30am to 01:00pm
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. Hair cut is high in _____ quality.

| | |
|-------------|------------------------|
| a) search | c) experience |
| b) credence | d) none of a, b, and c |
2. Service delivery depends on many uncontrollable factors implies _____ of services.

| | |
|------------------|--|
| a) intangibility | c) perishability |
| b) heterogeneity | d) simultaneous production and consumption |
3. "Not knowing what customers expect" is _____.

| | |
|-------------------|-------------------|
| a) Provider gap 1 | c) Provider gap 3 |
| b) Provider gap 2 | d) Provider gap 4 |
4. Odd pricing reflects "_____".

| | |
|---|--|
| a) Value is low price. | c) Value is the quality I get for the price I pay. |
| b) Value is everything I want in a service. | d) Value is all that I get for all that I give. |
5. Interaction with a Ticketron through an automated ticketing machine is an example of _____.

| | |
|---------------------------|------------------------|
| a) remote encounter | c) phone encounter |
| b) face to face encounter | d) none of a, b, and c |

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

1. Process
2. Adaptability
3. Customer gap
4. Spontaneity
5. Penetration pricing

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

1. Describe service recovery.
2. What are "Moments of truth"?
3. What is direct service?
4. Describe Voicers.
5. Describe SSTs.

Q.2 Answer the following questions.**A). Explain the zone of tolerance in detail (07)****B). Elaborate on financial and social bonds relationship strategies in detail. (08)****Q.3 Answer the following questions.****A). Describe the challenges of the front line service employees at service firms. (07)****B). Explain hard and soft customer defined standards in detail. (08)****Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

1. Explain the relationship between customer satisfaction and service quality with suitable example.
2. Discuss the roles of service scape for courier business taking suitable assumptions.
3. As you know demand of the services fluctuates in market place, discuss the strategies addressing the two different situations – A. Demand too high and B. Demand too low ; taking suitable assumptions.
4. As you are working with Tisa Bank which is operating across India, discuss the benefits and challenges in electronic distribution of its services.