

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2017-18 Examination

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

Date: 23/05/2018
Time: 10:30 am to 1:00 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 (Each of 1 mark) (05)**

1. _____ is not an element of physical evidence.

a) Employee dress	c) Equipment
b) Employee training	d) Facility design
2. Excess demand reflects the level of demand _____.

a) exceeds optimum capacity	c) exceeds minimum capacity
b) becomes equal to capacity	d) exceeds maximum capacity
3. Services are not _____.

a) intangible	c) co-produced with customers
b) perishable	d) invariable
4. _____ are more likely to engage in negative word of mouth to friends and relatives and to switch providers than are others.

a) Irates	c) Voicers
b) Activists	d) Passives
5. Service scape refers to:

a) service landscape	c) service factory
b) place where the service is delivered	d) beautiful service landscape

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

1. Service process
2. Customer gap
3. Coping
4. Credence quality
5. Spontaneity

C). Answer the following questions. (Each of 1 mark) (05)

1. What is zone of tolerance?
2. What is service recovery?
3. What is meant by price bundling?
4. What is "Moments of truth"?
5. What is innovation diffusion in services?

Q.2 Answer the following questions.

- A).** Explain implications of services marketing triangle taking suitable example. (07)
- B).** Explain service quality in detail. (08)

Q.3 Answer the following questions.

- A).** Explain the reasons for growth of the service sector in India. (07)
- B).** What is relationship marketing in services? Discuss financial bonds under it. (08)

Q.4 Attempt any two questions. (Each of 7.5 marks)

(15)

1. Discuss non-monetary costs in pricing decisions along with their implications for health services.
2. Discuss the steps in the process of services buying behavior with suitable example.
3. In what ways are services different from goods? Identify a few services which can be distributed electronically and discuss the challenges involved in them.
4. Discuss flexing capacity as an approach to match demand and supply.