

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

**Semester: 4****Subject Code: 06203252****Subject Name: Services Marketing****Date: 24/04/2019****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. Gap model of service quality has which one(s) as key focus areas?  
a) Service Delivery  
b) Service Expectation  
c) Service Design  
d) All of the above
2. Event management services like “Musical Performances, Concerts...” are an example of:  
a) People Processing Services  
b) Information Processing Services  
c) Possession Processing Services  
d) Mental Stimulus Processing Services
3. The concept of charging different customers different prices for the same product is called:  
a) Competitive Pricing  
b) Cost based Pricing  
c) Rate card  
d) Rate Fences
4. A Restaurant chain will have one of the following as the dominant service element(s):  
a) Tangible Element  
b) Intangible Element  
c) Manufactured Element  
d) Mix of Tangible & Intangible Element
5. One of the following is/are characteristic/s of services:  
a) Intangible  
b) Non-Inventoried  
c) Heterogeneous  
d) All of these

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

1. Moments of Truth
2. Customer Gap
3. Penetration Pricing
4. Service Blueprint
5. Core Service

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

1. What is a social bond in services?
2. Which type of rewards provides benefits to Service Customers?
3. What are the five dimensions of service quality?
4. How is Service Recovery important for any Service Business?
5. What is Servicescape?

**Q.2 Answer the following questions.****A). What is the Service Gap Model? Elaborate with a proper Diagram.****(07)****B).How Customer Satisfaction and Service Quality are related?****(08)****Q.3 Answer the following questions.****A). Describe the challenges faced by Front Office Service Personnel at Service Firms.****(07)****B).“Services require an Expanded Marketing Mix.” Discuss in this context 7P’s of service Marketing.****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. A fresh pass-out MBA has just joined Bank of Baroda (BOB). He is given responsibility of managing the digital marketing division of BOB. Discuss the benefits and challenges in the electronic distribution of services of BOB.

2. One of the challenges faced by service business is to manage fluctuating demand. Discuss with relevant examples, the strategies for managing (a) High demand, (b) Low demand.
3. Explain the concept of Self Service Technologies with suitable examples.
4. In Services Marketing, “ The Pricing Strategy Stands on Three Legs (The Pricing Tripod)”. Discuss the three foundations for Service pricing under this concept.