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16/17MBAMM303

Third Semester MBA Degree Examination, Dec.2018/Jan.2019
Services Marketing

Time: 3 hrs.

Max. Marks:80

Note: *1. Answer any FOUR full questions from Q1 to Q7.*
2. Question No. 8 is compulsory.

1 a. What is meant by the listening GAP? **(02 Marks)**
   b. Discuss the characteristics of services compared to goods. **(06 Marks)**
   c. Explain the factors that influence customer expectations of service. **(08 Marks)**

2 a. What is meant by remote encounter? **(02 Marks)**
   b. Discuss the evolution of relationship marketing. **(06 Marks)**
   c. Explain the bases of market segmentation. **(08 Marks)**

3 a. What is offensive marketing of services? **(02 Marks)**
   b. Explain the optimal versus maximum use of capacity. **(06 Marks)**
   c. Discuss the criteria for an effective service research program. **(08 Marks)**

4 a. What are hard standards in services? **(02 Marks)**
   b. Explain the challenges and risks in yield management. **(06 Marks)**
   c. Discuss the strategies for shifting demand to match capacity. **(08 Marks)**

5 a. What is quality/ productivity trade off? **(02 Marks)**
   b. Discuss the critical role of service employees. **(06 Marks)**
   c. Explain the strategies for enhancing customer participation. **(08 Marks)**

6 a. What is meant by non monetary costs? **(02 Marks)**
   b. Explain the pricing strategies when the customer means value is low price. **(06 Marks)**
   c. Discuss the categories of strategies to match service promises with delivery. **(08 Marks)**

7 a. What is role of franchisers in services distribution? **(02 Marks)**
   b. Explain the strategic role of services cape. **(06 Marks)**
   c. Discuss the guidelines for physical evidence strategies. **(08 Marks)**

8   CASE STUDY [Compulsory]

SKYWALK AIRLINES

Skywalk Airlines is a new domestic airline floated by a group of NRIs with an Indian businessman as a equal partner. It wants to enter the Indian skies in competition with the current domestic air lines.

Mr. Wadhwa, the general manager (HR) appointed by Skywalk, has a daunting task ahead of him. He has to find Pilots cabin crew and ground handling staff for the airlines in four months flat.

The dilemma before him are many. Skywalk has a low brand equaity, therefore it would be tough to attract the best talent. Its capacity to pay high wages is not questionable, but whether business will be bright enough to sustain the high wages in future, is a question that is unanswered as of non secondly if new recruits are hired for cabin crew and ground handling positions then have to be trained adequately. And given the time constants that looks like a tough task. May be training can be out sourced or temporary help can be summoned form some foreign country hiring.

But most of all Mr. Wadwa is wondering what kinds of criteria he should look for in selecting the frontline staff who will interact with customers on a regular basis, and may determine the success or failure of the airline, should he focus on good looks and personality or a good school and college and communication skill or was it high IQ that was needed? His past stint in the hotel industry had given him some ideas, but he was not sure if any different skill sets were needed in the airlines industry.

Can you help Mr. Wadhwa with his immediate dilemma and enumerate the skill sets needed by :

Questions :
a. The cabin crew.   (04 Marks)
b. The ground staff handling check in and customer interactions.   (04 Marks)
c. The baggage handlers.   (04 Marks)
d. In what way would they officer from the skill sets needed in the hotel industry.   (04 Marks)

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