



CBCS SCHEME

16/17MBAMM303

USN

Third Semester MBA Degree Examination, June/July 2019 Service Marketing

Time: 3 hrs.

Max. Marks: 80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Define services. (02 Marks)
b. What are the basic differences in marketing goods verses services? (06 Marks)
c. Explain the "GAPS model of service Quality" with the help of diagram. (08 Marks)
- 2 a. What is physical evidence? (02 Marks)
b. Explain the "Services marketing triangle". (06 Marks)
c. Discuss five dimensions of service quality. (08 Marks)
- 3 a. What is the zone of tolerance? (02 Marks)
b. What are the different approaches in pricing services? (06 Marks)
c. Discuss the strategies for closing provider GaP – 3. (08 Marks)
- 4 a. What are the hard and soft standards? (02 Marks)
b. Discuss the strategies for matching capacity and demand. (06 Marks)
c. Explain the steps involved in setting customer defined service standard. (08 Marks)
- 5 a. What are boundary spanners? (02 Marks)
b. What are the major types of intermediaries used in distributing services? (06 Marks)
c. Discuss the strategic roles of servicescape. (08 Marks)
- 6 a. What is Service recovery? (02 Marks)
b. What are the strategies for enhancing customer participation? (06 Marks)
c. Explain the different types of service research. (08 Marks)
- 7 a. What is service blue print. (02 Marks)
b. Discuss the significance of expanded marketing mix of for service. (06 Marks)
c. Explain the strategies used by organization for building relationship with customer. (08Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

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Compulsory : Case Study

McDonald's corporation is the World's largest Chain of hamburger fast food restaurant servicing nearly 60 million customers daily. Each McDonald's restaurant is operated by franchisee, an affiliate or the corporation itself. McDonald's operates over 31,000 restaurants worldwide, employing more than 1.5 million people. Most restaurants offer both counter service and drive-through service with indoor and some times outdoor seating. Some outlets feature large indoor or outdoor play grounds with redesigned interiors in golden yellow, equipped with hanging lights.

The restaurant will sport a new design with less plastic and more brick and wood offers arm chairs so far, wi-fi connection tall stools and counters. Plasma T.Vs will offer news and weather report 'flexible' zone will be targeted at families with colourful pattern and flexible seating.

McDonald's allow its franchises to creatively design the service scope as well as marketing strategies at the same time it is extremely tight on its operating procedures and menu standard.

Questions :

- a. How has the company gained consumer insight? (04 Marks)
- b. How has McDonald created service differentiators? (04 Marks)
- c. Discuss with emphasis on the physical evidence of the centre. (08 Marks)

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