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20MBAMM303

**Third Semester MBA Degree Examination, July/August 2022**  
**Services Marketing**

Time: 3 hrs.

Max. Marks:100

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

- 1 a. What is zone of tolerance? (03 Marks)  
b. Explain the different types of Service Research. (07 Marks)  
c. Discuss the steps in creation of service vision. (10 Marks)
- 2 a. What are Hard and Soft standards? (03 Marks)  
b. Discuss the reasons for growth of service sectors. (07 Marks)  
c. Explain the strategies for enhancing customer participation. (10 Marks)
- 3 a. Define Relationship marketing. (03 Marks)  
b. Describe the key intermediaries for service delivery along with the benefits. (07 Marks)  
c. Explain the strategies for building customer relationship through retention strategies. (10 Marks)
- 4 a. Mention the elements in service marketing communication. (03 Marks)  
b. Explain the key reasons for Gap 2. (07 Marks)  
c. Describe the strategies for influencing customer perception. (10 Marks)
- 5 a. What is Service Performance Gap? (03 Marks)  
b. Explain the elements of Physical Evidence. (07 Marks)  
c. Discuss the elements in service marketing mix. (10 Marks)
- 6 a. What are waiting line strategies? (03 Marks)  
b. Explain the different service pricing strategies. (07 Marks)  
c. Discuss the four categories of strategies to match service promises with delivery. (10 Marks)
- 7 a. What is Service Scape? (03 Marks)  
b. Explain the strategies for closing Gap 4. (07 Marks)  
c. Discuss the framework for understanding service scape and its effects on behavior.(10 Marks)
- 8 Case Study (Compulsory) :

Zomato, an online restaurant discovery platform where customer can find restaurant in a particular area, their menu, place order and pay online. Delivery part is taken care by the restaurants. Moreover customers can give review about the restaurants and quality of food which helps the restaurants and customers to have a better experience. Internet and mobile application are the only channel used for the whole process for customers to find a suitable restaurant with better discount deals and to place an order. Facebook, Twitter and Pinterest are the 3 main platforms which made the base for the success of Zomato with a deep presence among their customers. Zomato wants to start delivering the ordered food to customers door step by their own, which was earlier taken care of by restaurants.

The firm plans to focus on segments such as online food ordering, restaurant booking, subscription based services and billing in restaurants.

Questions :

- a. Describe the exact nature of services provided by Zomato. (05 Marks)
- b. Examine how the services provided by Zomato can be equally utilized by customers and restaurants. (05 Marks)
- c. Identify the channels that enhance the services provided by Zomato. Justify the effectiveness. (05 Marks)
- d. Suggest strategies for Zomato's future services to enhance service performance. (05 Marks)

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