

Total No. of printed pages = 3

BA 17240M2

Roll No. of candidate

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|

2020

M.B.A. 4th Semester End-Term Examination

MARKETING OF SERVICES

Full Marks – 50

Time – Two hours

The figures in the margin indicate full marks
for the questions.

Q. No. 1 is compulsory and any *three* from the rest.

1. Fill in the blanks (any *five*) : (5 × 1 = 5)
- (i) Desired service is the minimum level of a service that a customer can expect from the service provider.
 - (ii) Explicit service promises are personal and non-personal statements about the service made by the organisation to the customers.
 - (iii) Provider's Gap is the difference between customer's expectations and perceptions.
 - (iv) Soft customer defined standard means the things that cannot be counted, timed or observed through audits.

[Turn over

- (v) External marketing is the promotion of a company's objectives, products and services to the employees within the organisation.
 - (vi) Listening Gap is the difference between customer's expectation and company understanding of those expectations.
 - (vii) Customer's perceptions are the beliefs about the service delivery that they serve as standards or reference points against which the performance is judged.
 - (viii) Customer's satisfaction means a response that provides a pleasurable level of consumption related fulfillment.
 - (ix) A service Encounter occurs every time a customer interacts with the service organisation.
 - (x) Service assurance means the ability to perform the promised service dependably and accurately.
2. (a) "Customer's Gap is the difference between customer's expectations and perceptions." — Explain. (7)
- (b) What is customer's Satisfaction? Discuss the Gap Model of service marketing. (2 + 6 = 8)
3. (a) "As a result of Relationship Marketing, both the parties in the customer-firm relationship can benefit from customer retention." — Explain the benefits enjoyed by the customers and the firm in this regard. (8)

- (b) “A service Blueprint is a picture or map that accurately portrays the service system so that the different people involved in providing it can understand and deal with it” — Explain the statement how a service blueprint is developed by a firm. (7)
4. (a) What do you mean by service failure? How a customer responds to the service failure? (1 + 6 = 7)
- (b) “The core service surrounded by a cluster of facilitating and support services” — Discuss the statement in terms of the Flower of Service developed by C. Lovelock. (8)
5. (a) Explain the process of a new service development. (8)
- (b) “The Macro-Environment of a service company comprises those forces that impact the business in the form of opportunities and threats.” — Discuss. (7)
6. (a) Explain the strategies to be adopted for shifting the demand to match the capacities. (6)
- (b) Define Service Quality and Quality Dimensions? Discuss the five service quality dimensions to judge the quality of a service. (4 + 5 = 9)
7. (a) Write a note on cost Based and Demand Based pricing along with their challenges. (7)
- (b) Explain the steps involved in Marketing Research of a service. (8)
-