



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec - 2017/Jan - 2018

Service Marketing

Time: 3 hrs

Max. Marks: 100

*Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case study) is compulsory*

PART - A

- 1 a. Define services. List out and explain the different characteristics of services. 10
- b. Distinguish between Goods and Services. 10

OR

- 2 a. What is service GAP? Explain the different GAP models. 10
- b. List out and explain the factors influencing customer expectation of services. 10
- 3 a. Explain the five dimension of service quality. 10
- b. Write a note on service recovery. Illustrate with an example. 10

OR

- 4 a. What is service blue print? Explain its contents. 10
- b. Explain the process for setting customers defined service standards. 10
- 5 a. What do you mean by service scapes and explain types? 10
- b. Explain services marketing Mix. 10

OR

- 6 a. Explain the strategies for closing GAP. 10
- b. List the key intermediaries used for the service delivery with benefits and challenges. 10
- 7 a. What are the common issues involving intermediaries with respect to service delivery? 10
- b. Explain the key related factors in communication in GAP 4 of service delivery. 10

OR

- 8 a. Write a note on waiting line strategies in service marketing? 10
- b. List and explain the different approaches used in pricing services. 10

Contd...2

PART - B**9. Case study: (Compulsory) Amazon.com**

Amazon.com likes to describe itself as Earth's Biggest Bookstore, yet it has no physical bookshops. Instead it's a virtual bookshop doing business on the web and accessible 24 hours a day to anyone in the world who has a computer capable of connecting to the Internet. It opened its virtual doors' in the US in July 1995 and grew at an extraordinary rate. By mid 1998 it had made sales to more than 3 million customers in 160 countries, claiming it was by then the leading online shopping site. In addition to books, the company offered 125 000 music titles, ten times the number offered by the average music store. Ten years later Amazon.com had 88 million customers, sales of \$25 billion and net income of \$9.2 million. In addition to books, the company offers a wide range of music, electronics and other goods and it operates retail websites for other major retailers. In 2007 Amazon launched a cheap electronic reading device, the Kindle on which owners can buy and download electronic books. Through its website, Amazon customers could search for books by author, title, subject or keyword or browse for books in 28 subject areas. The software at its user-friendly website simulates a knowledgeable bookshop assistant. By indicating your mood, your preferences and other authors or artists you like, you can get recommendations for new books or music that you might enjoy. Customers are invited to send in their own reviews of books or music, which visitors to the website can then compare with reviews by professional reviewers. When a customer places an order through the website, the company arranges for physical items such as books, CDs or other products to be shipped directly from a warehouse. Customer selecting MP3 music or e-books can download the material onto the relevant e product.

Questions:

- a) Explain how technological innovation and internationalization, two of the twelve forces for change in service management, contributed to the competitive advantage of Amazon.com. 10
- b) Why Amazon thought of launching Amazon kindle explain your opinion? 10

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