



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

(An Autonomous Institution affiliated to VTU, Belgaum)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec - 2016/Jan - 2017

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. Explain the reasons for growth in service sector. 10
 b. Explain the GAP model of service quality. 10

OR

- 2 a. Describe the factors which influence the customer expectations of service. 10
 b. Explain in detail the types of service research. 10
- 3 a. Explain the five dimensions of service quality of a service offering. 10
 b. Discuss the process of setting customer defined service standards. 10

OR

- 4 a. Explain the types of service scapes. 10
 b. What are the strategies for enhancing customer participation? 10
- 5 a. Discuss the strategies for closing provider GAP-3. 10
 b. Select a service organization for which you believe physical evidence is particularly important in communicating with a satisfying customer. Prepare the text of presentation you would give to the manger of that organization to convince him of the importance of physical evidence in the organization marketing strategy. 10

OR

- 6 a. Explain the steps used in building a service blue print. 10
 b. Explain the customer goals of relationships marketing. 10
- 7 a. Explain the strategies for matching capacity to match demand. 10
 b. "A service organization should treat a complaint as a gift and the one who complains as a friend". Discuss. 10

OR

- 8 a. Explain in detail the waiting line strategies. 10
 b. Explain the levels of Retention strategies. 10

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

The morning flights scheduled to leave Bangalore for Delhi at 6.30, 8.00 and 9.30 AM were all delayed due to fog in Delhi. The first were rescheduled for 9.00 AM in the hope that, by then the weather would show improvement. At 8.30 AM the passenger were asked to proceed for security check and await departure call. An announcement at 8.50 requested passenger on the second flight who were waiting in the lounge on the ground level, to board the floor lounge heard this announcement.

Anticipating a similar announcement for them, they gradually moved to the gate. The movement of the staff here and there gave the impression that something was on foot. But the gate did not open. One of the passengers asked the reason for delay. It was about 9.15 AM. The staff told that passengers would be boarding within minutes. At 9.30 AM another traffic assistant also said "within five minutes". The passenger screened at him and also the airline. They were not doing their duty and the delay was avoidable within another five minutes. The passengers were asked to board the air craft. When all were seated the pilot announced on the system that weather in Delhi was still bad and the next report is exposed at 10.30 and the breakfast would be served on the board. From the airhostess the passengers come to know that the passengers of second flight were also boarding only then.

Questions:

- i) From the passenger point of view, how the situation could have been handled? 10
- ii) Analyse the role of organization and employees in this case of service failure. 10

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