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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. - 2019

Services 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. What do you mean by Services? Explain in detail the service Marketing Triangle. 10
- b. Explain the five dimensions of service quality with a suitable example. 10

OR

- 2 a. Explain in detail the different types of service research, 10
- b. Briefly explain the gap model of service quality with the help of a neat diagram. 10
- 3 a. Explain the process for setting customer defined standards. 10
- b. Explain the strategies for effective service delivery through intermediaries. 10

OR

- 4 a. Briefly explain the strategies adopted during a service recovery. 10
- b. What are the steps to be followed to develop a new service? 10
- 5 a. Explain the roles of customer in service delivery and discuss the strategies for enhancing the customer participation. 10
- b. What are the different strategies used for matching the demand and capacity services? 10

OR

- 6 a. Explain the key reasons for GAP4 and involving communication in services. 10
- b. What are the customer definitions of value in service pricing and explain the strategies that can be framed at each definition? 10
- 7 a. What is physical evidence? Explain the guidance for the strategies of physical evidence. 10
- b. Explain the strategies to close GAP 3 of employee involvement. 10

OR

- 8 a. Explain the factors influencing customer expectations at desired and adequate services. 10
- b. What is service blueprint? Explain the steps involved in designing a service blue print. 10

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PART - B (Case study - Compulsory)

9. Malgudi group started a chain of residential schools across the country in the year 1990 across the country in the year 1990. It standardized the educational service delivery system, such as buildings, uniforms, labs, the qualification and experience of teachers, their training before induction, intake strength, classroom strength etc. across the country. It gave national advertisement and filled admissions after a preliminary test. The H.O. was situated at Malgudi maintained strict vigilance on the whole system. This group was viewed as one of the best residential schools of the country. But the inside story was different. For the case, we take up study of one of the schools belonging to the group.

The Ratnagiri school was situated near Ratnagiri hills at a distance of 40 km from the city. It was headed by IIT graduate. Who was an IAS officer for more than two decades? Principal professor Bharadwaj had pleasant personality but highly disciplined, strict and was beaucocratic in nature. Whenever there was a discipline problem, he penalized them mercilessly.

At the school, the educational delivery took place as per the standards set by H.O. world class educational research on industry and world class educational requirements. The teachers and students were afraid of giving true information in their monthly feedback, as the principal was very strict. Feedback always showed that everything was right. The yearly results were pathetic. The students were valued on their year-end exams from outside valuator to have unbiased evaluation. There was a failure of approximately 20% in each class. Through students failed, they were called by the principal, were asked to improve and were promoted to the next standard. This process resulted in the school performing badly in the SSLC public exam. The ads of school spoke of “cent percent is our motto” “Every student as engineer or doctor and a good citizen in future, because of Malgudi training.” H.O. called a service marketing and quality consultant. He gave a turnaround plan. The very next year the school gave cent percent results not only public exams, but also in internal exams.

- a) Find link and explain service “gaps” in this case. 10
- b) If you are the consultant, what areas you consider to improve the situation? 10

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