



## 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; Jan. / Feb. - 2021**

**Service Marketing**

Time: 3 hrs

Max. Marks: 100

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

Q. No.	Questions PART - A	Marks
1 a.	What do mean by services? Discuss the characteristics of services compared to goods with examples.	10
b.	Define zone of tolerance. Which factors are influencing the desired and predicted services to zone of tolerance?	10
<b>OR</b>		
2 a.	Explain the service marketing mix. Discuss the concept of “The Services Marketing Triangle”?	10
b.	If you were the manager of service organization and wanted to apply the gap model to improve service, which gap would start with and why? In what order would you proceed to close the gap?	10
3 a.	What is relationship marketing in services? Discuss the benefits for customers and organization with example.	10
b.	Examine the different types of service research preferred by service providers based on the service objectives.	10
<b>OR</b>		
4 a.	Formulate a blue print for an overnight hotel stay service with neat diagram.	10
b.	What is service guarantee? Discuss various service recovery strategies.	10
5 a.	Discuss the guidance for physical evidence strategies.	10
b.	Discuss the process of developing customer defined standards.	10
<b>OR</b>		
6 a.	Define physical evidence. Discuss the importance of physical evidence for the following: i) Bank                      ii) Educational Institutions	10
b.	Explain the framework for understanding Servicescapes and its effect on behavior.	10
7 a.	Describe the role of boundary spanners? Discuss the strategies for enhancing customer participations.	10
b.	Discuss the HR strategies for delivering service quality through employee to close GAP3.	10

**OR**

- 8 a. Explain the non-monetary costs related services. Discuss the four approaches for integrating services marketing communications. 10
- b. Discuss the various service pricing strategies based on customer definition of value. 10

**PART - B (Case Study Compulsory)**

9. McDonald's corporation is the world's largest chain of hamburger fast food restaurant servicing nearly 60 million customers daily. Each McDonald restaurant is operated by franchisee, an affiliate or the corporation itself self-McDonald's operate over 31,000 restaurants worldwide, employing more than 1.5 million people. Most restaurants offer both counter service and derive through service with indoor and sometime outdoor seating. Some outlets features large indoor or outdoor play grounds with redesigned interiors in golden yellow, equipped with hanging lights.

The restaurant will sport a new design with less plastic and more brick and wood offers arm chairs so far, Wi-Fi connection tall stools and counters. Plasma TVs will offer news and weather report 'flexible' zone will be targeted at families with colorful pattern and flexible seating.

McDonald's allow its franchises to creatively design and service scope as well as marketing strategies at the same time it is extremely tight on its operating procedures and menu standard.

**Questions:**

- a. How has the company gained consumer insight? 5
- b. How has McDonald created service differentors? 5
- c. Discuss with emphasis on the physical evidence of the centre? 5
- d. Discuss the employee's role to support the McDonalds strategies. 5

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