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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; February / March - 2022

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 special characteristics of services. 10  
 b. Discuss the extended marketing mix for services. 10

### OR

- 2 a. What is the difference between desired service and adequate service? Brief out the factors that influence desired service and adequate service. 10  
 b. With suitable example, how customers judge five dimensions of service quality? 10  
 3 a. Define customer expectations. Discuss the possible levels of customer expectations. 10  
 b. How did you evaluate various types of service encounters? Explain with suitable example. 10

### OR

- 4 a. Explain any five types of customer research program for service. 10  
 b. Discuss the types of interaction for upward communication. 10  
 5 a. Describe the logic behind “customer profitability segmentation” from the company point of view. 10  
 b. What are the benefits to the company of an effective service guarantee? Should every service organization have one? 10

### OR

- 6 a. Explain the steps involved in service innovation and development process. 10  
 b. What is the difference between hard and soft standards? Which do you think would be more readily accepted by employees? By management? Why? 10  
 7 a. Discuss the guidelines for physical evidence strategy. 10  
 b. Why are service employees critical to the success of any service organization? 10

### OR

- 8 a. Describe the four basic human resource strategy themes and why each plays an important role in building customer-oriented organization. 10  
 b. Describe the two basic strategies for machine supply and demands and give at least two specific examples of each. 10

**PART - B (Case Study Compulsory)****9. Yahoo! Disseminating information on the net**

Yahoo! Has launched Yahoo! Tech which is a new website that gives consumers simply-worded advice and information about choosing and using the technology that has become a part of their daily lives. Yahoo! Tech was developed with the simple philosophy of making technology easy for all Yahoo! Users, especially those without a deep understanding of technology and gadgets.

The site features a broad selection of original and licensed content, about hundreds of products with community product ratings and reviews as well as shopping, community and personalization features from across the Yahoo! Network. Four experienced technology advisors, each focused on a specific audience such as ‘moms’ or ‘working guys’ offer daily guidance for consumers looking to choose or use consumer electronics from one of the 19 categories including computers, cell phones, digital cameras and MP3 players.

Personal technology has become essential to consumer’s daily lives, but the growing number of product choices often confuse and overwhelm most consumers. Yahoo! Created Yahoo! Tech to make life a little less complicated for users. It is integrating Yahoo’s world-class tools and the most relevant technology content to deliver a one-of-a kind experience to consumers. Yahoo! Tech will serve on the Yahoo! Network, one of the industry’s largest online advertising categories.

- a. How do you rate the Yahoo to meet the customer expectations to disseminate the information? 10
- b. Yahoo provides customer friendly service through adopting technology. Yes/No. Justify your answer. 10

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