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## 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. - 2015**

### Service Marketing

Time: 3 hrs

Max. Marks: 100

*Note: Answer any **FOUR** full questions from **PART – A** and **PART – B** (Case Study) is Compulsory.*

#### PART - A

1. a. What is a service? Explain all the characteristics of services with suitable examples. 10
- b. Explain the components of service marketing min with respect to an educational institution. 10

#### OR

2. a. Can provider gap 4 be closed prior to closing any of the other 3 provider gaps and which of the 4 provider gaps do you believe is hardest to close? Why? 10
- b. Differentiate between search, experience and credence properties with suitable examples for each. 10
3. a. Explain briefly the factors affecting customer perception. 10
- b. What are the different criteria for an effective services marketing research program. 10

#### OR

4. a. Describe the various switching barriers in services what switching barriers might you face in switching banks? Mobil telephone service providers? Universities? 10
- b. How might a service blue print be used for marketing HR and operations decisions? 10
5. a. What are the different roles of servicescapes? Explain. 10
- b. Explain with flowchart, the process for developing customer defined service standards. 10

#### OR

6. a. Briefly explain the strategies for adjusting capacity to meet demand. 10
- b. Explain the human resource strategies used for closing GAP 3. 10
7. a. What is the difference between offensive and defensive marketing? How does service affect each of these? 10
- b. Explain the pricing strategies that link to the four value definition. 10

#### OR

8. a. What are the five categories of strategies to make service promises with delivery. 10
- b. Explain the GAP Model of service quality with a diagram. 10

**PART - B**  
**(CASE STUDY)**

**Premier Courier Ltd.**

9. Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system. But the company markets more than just a delivery service. What PCL really sells is an time reliability? The Company markets risk reduction and provide the confidence that people shipping packages will be “Absolutely, positively, certain their packages will be there by 10.30 in the morning.

In fact, PCL sells even more than reliable delivery. It designs training and inventory management Systems for many Large companies. In other words, its customers buy more than just delivery service. They buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organizations, customer can place an order for inventory as late as midnight, and the marketer, because of PCL’s help. Can gurantee delivery by the next morning. PCL has positised itself as a company with a service that solve its customer’s problem.

**Questions:**

- a) What is PCL’s Prouduct? What are tangible and intangile elements of this service Product? 10
- b) What are the domensions of service quality for a delivery service like PCL? 10

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