



III Semester M.B.A. (Day) Examination, January 2011
(2007-08 Scheme)
MANAGEMENT

Paper M –2 : Services Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** question carries **two** marks. (6×2=12)

1. a) What are services ?
- b) What are customer expectations ?
- c) What is a service encounter ?
- d) Which are the 7 Ps ?
- e) What is CRM ?
- f) What is customer satisfaction ?
- g) What is GATS ?
- h) What is a service experience ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)

2. What are the characteristics of services that differentiate them from products ?
Answer using suitable examples.
3. What is GATS ? Discuss its emergence.
4. The front office is very important in the marketing of services. Using contextual examples elaborate on your answer.
5. What is customer satisfaction ? Discuss it with relevance to service quality, service encounter and customer expectations.
6. What is marketing research ? In services marketing how and when should it be done ?

P.T.O.



SECTION – C

Answer **any two** questions. Each question carries **twelve** marks. (2×12=24)

7. Marketing strategies for services in India differ from the strategies used in some other countries. Do you agree ? Elaborate by using strategies used in the financial, hospitality and telecom sectors.
8. Consumer behaviour is important in the marketing of services. Discuss.
9. Illustrate and discuss the GAPS model of service quality.

SECTION – D

Case Study :

This Section is **compulsory**.

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You are the Manager of a Car Sales Showroom. New cars are sold, brought for service, older cars are serviced and new enquiries keep coming. Customers are not happy with your services. The general grouse is that you tend to ignore them. Busy people expect you to remind them of the time of service for their cars. News of new models, deals do not reach them. You are losing business because you cannot handle all of them.

You have just employed Manar, a young engineer who has been talking you about market research, needs analysis and information systems. Identify your problem and derive a system for solutions.