

Total No. of Questions : 5]

SEAT No. :

P7478

[Total No. of Pages : 3

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S.Y.M.B.A.

**304 MKT : Services Marketing
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Include examples wherever necessary.*
- 4) *Draw neat & labelled diagrams wherever necessary.*

Q1) Solve any FIVE :

[5 × 2 = 10]

- a) Define Services Marketing with two examples.
- b) Successful service Companies focus their attention on both their customers and their employees. They understand _____, which links service firm profits with employee and customer satisfaction.
 - i) Internal Marketing
 - ii) Service - Profit Chains
 - iii) Interactive Marketing
 - iv) Service Differentiation
- c) Which of the following statements about the pricing of services (compared to the pricing of goods) false?
 - i) The demand for services tends to be more elastic than the demand for goods
 - ii) Cost-Oriented pricing is more difficult for services
 - iii) Comparing prices of competitions is more difficult for services consumers
 - iv) Consumers are less able to stockpile services by taking advantage of discount prices

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- d) Draw & Labelled Goods and Service Continuum.
- e) Define Service Recovery.
- f) Enlist Five Gaps of GAP Model.
- g) Define zone of tolerance.
- h) Enlist bases of segmentation of services.

Q2) Solve any TWO : **[2 × 5 = 10]**

- a) Compare Goods & Services with table of differentiation.
- b) Illustrate & explain Service Marketing triangle.
- c) Exemplify extended marketing mix for services.

Q3) Solve any ONE : **[1 × 10 = 10]**

- a) Identify and explain service encounters in service marketing with the help of example.
- b) Demonstrate any five service touchpoints in the hospitality industry.

Q4) Solve any ONE : **[1 × 10 = 10]**

- a) In the change scenario of market moving from offline to online, how service sector has evolved from the perspective of logistic of distribution of services?
- b) Discuss opportunities developed in the service sector with the emergence of work from Home Concept in Current Market.

Q5) Solve any ONE :

[1 × 10 = 10]

- a) The travel & tourism industry has experienced a major impact on its demand during the pandemic. With such conditions, they need to adopt a Strategy that would help this industry to manage the supply and demand in this industry. Develop a strategy to manage the supply and demand.
- b) Mr. Nair was a regular guest of Hotel Clover. He always used to visit this hotel for one day stay during his business trips. During pandemic Mr. Nair's business trips were on hold and he was mostly doing his visits virtually.
- Now, after pandemic Mr. Nair has to start his business trips. Mr. Nair has approached to Hotel Clover and done his booking. Surprisingly on the day of visit, Mr. Nair has not received a business class room which he has booked in advance also other services like-cleanliness of the room and restaurant was not matched with his expectations during his visit.
- i) Monitor & Justify GAP in services in the above case study.
 - ii) Develop Service Recovery process for Hotel Clover.