

VPM's
DR VN BRIMS, Thane
Programme: MMS (2016-18) (Mktg.)
Third Semester Examination October 2017

Subject	Services Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	28.10.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) Read the caselet and answer the questions below 20 Marks (Compulsory)

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 on-time reliability. The company markets risk reduction and provide the confidence that people shipping packages will be "Absolutely, positively certain that their packages will be there by 10:30 in the morning".

In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just a delivery service; they buy a solution to their distribution problems. For e.g., a warehouse designed and operated by PCL is part of a distribution centre for a very large computer firm. In other words, customers can place an order for inventory as late as midnight, and the marketer because of PCL's help can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers' problems.

Questions

1. What is PCL's service product? What are the tangible and intangible elements of the service product?
2. What are the elements of service quality for a delivery service like PCL?
3. If there is a service failure by PCL, what service recovery strategies would you recommend to PCL?
4. Draw up a Service Blueprint for PCL's overnight delivery service

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain Innovation in Services taking the example of the Educational services industry?
- b) Imagine you have bought a Panasonic microwave oven, but even after 7 months there are technical issues with the machine and inspite of being in the warranty period, you receive pathetic after sales service. What kind of service recovery strategies would you recommend to Panasonic?
- c) Define Services? How are they different from goods?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the difference between Desired Service and Adequate Service with the example of a 5 star hotel.
- b) Explain the 7 Ps for Services marketing
- c) What are the key factors that lead to the Service Design and Standards Gap (Gap no 2 of the Gap Model?)

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the Customer Pyramid and its relevance to Relationship Marketing
- b) What are the recovery expectations of a customer from a Service Provider after a service failure?
- c) What are the various types of Service Innovations?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What are the various demand patterns in a service industry and why is it important for a service marketer to understand them?
- b) Explain the Services marketing triangle and its importance in Services marketing
- c) Explain the factors that influence Desired Service

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) How does a Service marketer exceed Customer expectations? Explain with an example.
- b) What is Customer Satisfaction? What are the factors determining Customer satisfaction?
- c) Why has the study of Services marketing become so important in recent times?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain Search, Experience and Credence properties with the help of relevant examples.
- b) Explain the Relationship Development model. What are the various levels of relationship bonds with customers?
- c) What is Service Blueprinting? What are the components of a Service Blueprint?