

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2018-20)**  
**Fifth Trimester Examination in January 2020**

<b>Subject</b>	<b>SERVICES MARKETING</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>9</b>	<b>Duration</b>	<b>3 HRS</b>
<b>Total No. of printed pages</b>	<b>1</b>	<b>Date</b>	<b>08/01/20</b>

**Part A: Marks 20**

**Answer any FOUR. (5 MARKS each)**

1. What do you mean by services? Define Service. Explain Nature of Service.
2. Discuss significance of services and gap model.
3. Define service marketing mix. Give the principle of service marketing mix. Explain 7 P's of service marketing.
4. What do you understand by optimal versus maximal use of capacity, steps of capacity planning.
5. List out service quality gaps.
6. Elaborate the growth of service sector in India.

**Part B: Marks 20 Compulsory Question.**

**Case Study.**

Mumbai Nutan Tiffin Carriers Ltd, MNTCL, comprising of around 8000 semi literatedabbawalas' of Mumbai, every day deliver more than 8.00 lakhs Tiffin boxes to working people across the city and later return the empty Tiffin boxes to their respective homes same day.

A meagre amount of Rs. 300/- p.m is charged for this indispensable service, providing home cooked food to working people at their work place. In spite of complexity, hurdles of transport system and adverse climatic conditions, the quantum of error is as low as 1 error in 8 million deliveries.

The modes of conveyance used are bicycle, manually driven trollies and suburban local trains. The entire process of giving/ taking delivery is carried out with help of three different sets of carriers.

With help of a unique colour code system, sorting of thousands of tiffin boxes is carried out within few minutes, at destination, thanks to the splendid team spirit and meticulous timings.

Although the common working Mumbaikar is getting home cooked food at all nooks and corners of the metro city due to efficient system of MNTCL, off-late, there has been a marked decline in business, on account of changes in working and eating habits. MNTCL is showered with six sigma ratings and affectionately called as 'Management Guru'. At premier institutes, the office bearers deliver lectures on managing operational hurdles and sustaining high quality of services.

**Questions:**

1. Critically examine the factors which have led to achievement of excellence in service provided by MNTCL.
2. Suggest suitable measures for improvement in business growth and higher profitability for business growth and higher profitability for business continuity in the years to come for MNTCL.

**PART C:**

Answer any 2 ( 10 Marks each)

1. Explain the importance of service management? What are the steps of service management process? Explain in detail.
2. Explain positioning on the key dimensions of service quality. Discuss challenges in service positioning.
3. Explain the factors influencing customer satisfaction, What are the main determinants of customer satisfaction?
4. Whether services need more promotions than products? Discuss.