

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Fifth Semester Examination January 2016

Subject	Services Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	18.01.2016

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

Q1) 20 Marks (Compulsory)

Cineplex is a chain of theatres. As the CEO of Cineplex, you are stunned today morning after reading the main headline in Economic Times :

“Tata Sky has tied up with Sony Pictures, Miramax movies, Zee Telefilms, Yashraj films, Disney and other leading movie producers to source and air latest movies, immediately after release, for next three years. Tata Sky also plans on starting and investing in home movie rental business”

You know this will severely impact Cineplex revenues.

While driving to the urgent meeting you have called, you are thinking of the various topics you learnt in your management school which can come provide a competitive and viable solution/ strategy- eg- Serviscape, service flower, HRM, pricing, promotion, Gap model etc.

- a. Write 3-4 sentences about your new Cineplex services marketing strategy. The answer should be to the point and brief.
- b. Write in 1 sentence new Cineplex positioning
- c. Write in 1 sentence your competitors and justify why they are competitors
- d. Write in 2-3 sentences proposed serviscape

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Explain what is services flower, core and supplementary services in few lines with diagram
- b) What is flowcharting and blue printing? Explain each concept in 3-4 sentences with a drawing
- c) With an example each wherein supplementary services have been facilitated and supplementary services have been enhanced

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

- a) Explain the three foundations of services pricing.
- b) Write a few sentences about effective service recovery system
- c) Illustrate the use of GAP model for a hotel/ educational institute/ airlines/ any other service of your choice

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

- a) Give any 3 actions to adjust capacity to match demand
- b) Write a few sentences about service guarantee
- c) Use an example of your choice to illustrate the role of serviscape

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

- a) Write a few sentences about Customer satisfaction-Loyalty relationship model. Draw the model
- b) Write about your personal experience of a service recovery you have encountered. Mention the good points and gaps in few sentences
- c) Give an example of each- going to customer for delivering service, delivering service remotely, and automating service delivery. Give the underlying logic for these decisions

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

- a) What aspects of self service technologies (SSTs) can please or annoy customers
- b) Choose any one of the service- doctor's dispensary/ hospital; which parts of the service can be Self Service Technology. Which parts cannot be? Why? Explain in 4-5 sentences
- c) Give any 3 ways for managing waiting lines. Illustrate with examples

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

- a) Give any 3 actions to adjust capacity to match demand
- b) How can one charge different prices to different segments without customers feeling cheated? How can the same customer be charged different prices at different times? Explain the above with examples
- c) Use the example of a pizza restaurant to illustrate how promotions are used with ref to the concept of high fixed cost compared to the variable costs