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He, rather, told Mohit that he had not phoned him at all this week to make amendments in the booking. "You must have been mistaken" said Raj Kumar.

Mohit tried to make him admit his mistake but Raj Kumar was too rigid and continued to take a stand that he had not received any such call and that the booking was for 12 people only. The restaurant was full and Mohit asked Raj Kumar to resolve the matter as his guests had been standing for more than ten minutes. Raj Kumar expressed his helplessness and said there was nothing he could do at the moment.

At such time, Mohit knew that there was nowhere else they could go at this time. Mohit and his wife along with another couple opted to wait and let 12 members of the group seat themselves. It was after a long wait that they could be accommodated with the group. This could happen only when the guests sitting next to them left after their meal. All of them settled for the dinner but discussions mostly centered around the service provided by the restaurant. At the end of the dinner Mohit checked the bill and did not leave any tip for the waiters. Before leaving the restaurant, Mohit met Raj Kumar in private and explained him that he would not be visiting him again. Raj Kumar admitted that he may have been hasty but thought Mohit was being unreasonable as it was his busiest evening and he should make allowances. Mohit never visited the restaurant again and his friends too stayed away. They narrated this incident to many people.

**Questions for discussion**

- (a) What are the pitfalls in the service delivery
- (b) How would you react to the behaviour of Raj Kumar?
- (c) Had you been Raj Kumar, what could you have done to turn this problem into a situation which would have won him customers forever?
- (d) What are the problems and issues which cause such situations and such behaviour of service providers?

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Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management  
End Sem (Even) Examination May-2018  
MS5EM09 Service Marketing

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. Examples of pure tangible goods include all of the following EXCEPT : **1**  
(a) Soap (b) Tax preparation (c) Toothpaste (d) Salt
  - ii. Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of services. **1**  
(a) Intangibility (b) Variability  
(c) Inseparability (d) Simultaneously
  - iii. Industry is expanding and demand is high – firms offering service can normally increase their prices – higher margins and greater profits. Sentence signifies which stage of Service Life Cycle? **1**  
(a) Maturity (b) Growth (c) Declining (d) Initial
  - iv. Which of the following is not an element of physical evidence? **1**  
(a) Employee Dress (b) Employee Training  
(c) Equipment (d) Tables
  - v. \_\_\_\_\_ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customers point of view . **1**  
(a) Front of Planning (b) Service Blueprinting  
(c) Service standardization (d) None of these
  - vi. The Service Marketing Triangle Includes: **1**  
(a) Intra Marketing (b) Internal Marketing  
(c) Customer Point of View (d) Service Platforms
  - vii. According to Parasuraman, Zeithaml & Berry , the most important determinant of service quality is : **1**  
(a) Responsiveness (b) Reliability  
(c) Assurance (d) Empathy

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- viii. "It consists out of hiring an 'undercover customer' to test your service quality": **1**  
 (a) Post Service Rating (b) Empathy  
 (c) Mystery Shopping (d) Follow-Up Survey
- ix. ....set of systematic approach that help an organization determine the needs and preferences of their customers by managing, organizing, tracking and storing all customer interactions. **1**  
 (a) Water Boiling (b) Motorbike driving  
 (c) CRM System (d) Television
- x. "To avoid unnecessary customer defection, companies need to have a process in place for dealing with these types of issues". Sentence reflects which option? **1**  
 (a) Dealing (b) Feeling  
 (c) Country development (d) Service Recovery
- Q.2 i. Define the term "Services Marketing". **2**  
 ii. Describe the basic three characteristics of Services. **2**  
 iii. What are the major factors that contribute in the development of Services. **4**
- OR iv. Explain service industries and their services with 4 suitable detailed examples. **4**
- Q.3 i. Explain the extended P's "Marketing Mix" in Services. **3**  
 ii. Elaborate the different distribution Channels in Service Marketing. **5**
- OR iii. "Pricing in services plays vital role in the development of service business". Elaborate the sentence with suitable examples. **5**
- Q.4 i. Describe the waiting line strategies. **3**  
 ii. Explain your understanding about the capacity constraints and demand patterns of service sectors. **5**
- OR iii. Illustrate the Internal, external and interactive marketing strategies. **5**
- Q.5 i. Explore the term "service Quality". **2**  
 Attempt any two:  
 ii. How can we measure and improve service productivity? **3**  
 iii. Give some details on "Gronroos Model for Service Quality" **3**  
 iv. Elaborate the "GAP model of service quality". **3**

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- Q.6 Attempt any two: **4**  
 i. Develop the marketing strategy for Hospitality service industry. **4**  
 ii. Develop the marketing strategy for Non Profit Organization. **4**  
 iii. Explain the term "Customer Relationship Management Systems". **4**
- Q.7 Case Study **10**  
 Mohit booked a table in a restaurant for 12 people at the beginning of the Diwali period to celebrate the festive season with his family and friends. He had been a regular visitor to Moti Restaurant and had developed loyalty for this place famous for South Indian food. Most of his friends were from the South so he preferred to treat them at Moti. Another reason for his selection was that the patron of Moti, Raj Kumar knows him well. Since he was regular visitor, he was quite confident that this dinner would be a success.  
 Three days before the scheduled get-together dinner Mohit spoke to Raj Kumar and asked him to increase the booking to 16. He looked busy but informed Mohit it would be quite in order and he looked forward to seeing Mohit and party later that week.  
 As per programme, all Mohit's friends met at his residence at 7 p.m. on the appointed day and after having a cup of coffee left for Moti to be there at the scheduled time of 8.30 p.m. they were all relaxed and exchanged jokes on their way and reached the restaurant at 8.20 p.m. with slight difficulty, they located parking place at three different locations for the four cars in which they were travelling.  
 The guests arrived at the restaurant on time and Mohit was taken aback to find that the table has been set only for 12 persons. Raj Kumar came over seeing a large group gathered around the small table laid in one corner of the dining room. Mohit reminded Raj Kumar of his earlier conversation which he had with him three days ago. He asked him to recollect that the booking had been increased from 12 to 16, and suggested that it may be an oversight that he had forgotten to set the table for 16 people. Mohit then asked him to reset the table immediately for 16 people to avoid any embarrassment to him and his guests.  
 To Mohit's great amazement and embarrassment Raj Kumar denied that Mohit had asked for a booking for 16 people.

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## Marking Scheme

### MS5EM09 Service Marketing

Q.1	i. Examples of pure tangible goods include all of the following EXCEPT : (b) Tax preparation	1					
	ii. Services are typically produced and consumed simultaneously. This is an example of the _____ characteristic of services. (c) Inseparability	1					
	iii. Industry is expanding and demand is high – firms offering service can normally increase their prices – higher margins and greater profits. Sentence signifies which stage of Service Life Cycle? (b) Growth	1					
	iv. Which of the following is not an element of physical evidence? (b) Employee Training	1					
	v. _____ is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customers point of view . (b) Service Blueprinting	1					
	vi. The Service Marketing Triangle Includes: (b) Internal Marketing	1					
	vii. According to Parasuraman, Zeithaml & Berry , the most important determinant of service quality is : (b) Reliability	1					
	viii. “It consists out of hiring an ‘undercover customer’ to test your service quality”: (c) Mystery Shopping	1					
	ix. ....set of systematic approach that help an organization determine the needs and preferences of their customers by managing, organizing, tracking and storing all customer interactions. (c) CRM System	1					
	x. “To avoid unnecessary customer defection, companies need to have a process in place for dealing with these types of issues”. Sentence reflects which option? (d) Service Recovery	1					
Q.2	i. Services Marketing 2 points of 1 mark each (1 mark * 2)	2					
	ii. Basic three characteristics of Services.	2					
	iii. Factors that contributes in the development of Services 4 points 1 mark each (1 mark * 4)	4					
OR	iv. Service industries and their services examples. 1 mark for each	4			(1 mark * 4)		
Q.3	i. Extended P’s “Marketing Mix” in Services 3 points 1 mark for each	3			(1 mark * 3)		
	ii. Distribution Channels in Service Marketing 1 mark for each	5			(1 mark * 5)		
OR	iii. Role of pricing in development of service business Examples	5			3 marks 2 marks		
Q.4	i. Waiting line strategies. 1 mark for each	3			(1 mark * 3)		
	ii. Capacity constraints Demand patterns of service sectors	5			2 marks 3 marks		
OR	iii. Internal, external marketing strategies Interactive marketing strategies	5			3 marks 2 marks		
Q.5	i. Service Quality 2 points of 1 mark each Attempt any two:	2			(1 mark * 2)		
	ii. Measure and improve service productivity 3 points of 1 mark each	3			(1 mark * 3)		
	iii. Gronroos Model for Service Quality Explanation Model diagram	3			2 marks 1 mark		
	iv. GAP model of service quality 3 points of 1 mark each	3			(1 mark * 3)		
Q.6	Attempt any two: i. Develop the marketing strategy for Hospitality service industry 4 points 1 mark each	4			(1 mark * 4)		
	ii. Develop the marketing strategy for Non Profit Organization 4 points 1 mark each	4			(1 mark * 4)		
	iii. Customer Relationship Management Systems 4 points 1 mark each	4			(1 mark * 4)		
Q.7	Case Study SWOT Analysis Questions for discussion 1.25 marks for each question (1.25 * 4) (a) What are the pitfalls in the service delivery	10			5 marks 5 marks		

- (b) How would you react to the behaviour of Raj Kumar?
- (c) Had you been Raj Kumar, what could you have done to turn this problem into a situation which would have won him customers forever?
- (d) What are the problems and issues which cause such situations and such behaviour of service providers?