



**Institute of Management
JK Lakshmipat University
Jaipur
END TERM EXAMINATION, 2015**



MBA: Semester III

MM: 50 Marks

Course: Services Marketing

Time: 3 Hours

Course Code: MBA MK01

Instructions: (a) Attempt any three questions from Section A.
(b) Section B is compulsory.

Section A

Q1.

(a) What are the eight common differences between products and services? (5 Marks)

(b) Discuss how six sigma approaches can be applied to service quality and productivity. (5 Marks)

Q2.

(a) Explain the concept of service guarantees. Give suitable examples to suggest what kind of service guarantee would instill consumer confidence and one that does not. (5 Marks)

(b) Discuss the framework of the key processes involved in a CRM strategy. (5 Marks)

Q3.

(a) What are the three main causes of role stress in frontline positions? Explain giving suitable examples strategies that should be adopted by the organizations to eliminate or minimize role stress. (5 Marks)

(b) Discuss the role of signs, symbols, and artifacts in a creating a servicescape. Take example of a service organization of your choice and explain the role of signs, symbols, and artifacts in creating a suitable environment. (5 Marks)

Q4.

(a) Discuss the multi-pronged strategy a super market may use to reduce customer waiting times especially at the billing counter. (5 Marks)

(b) Discuss the potential company benefits, potential customer benefits, and challenges and limitations of the bundled service approach to managing the service delivery process. (5 Marks)

Q5.

(a) Describe how a Service Centre of Maruti-Suzuki may use service blueprinting to enhance its customers' experiences. (5 Marks)

(b) Discuss how advertising may help reduce customer risk perceptions of a service firm providing online share broking? (5 Marks)

Section B

Q6. Theme parks are fast emerging as one stop entertainment destinations across India. Broadly these Amusement Parks or theme parks as they are popularly called can be classified as service organizations. How can you apply the Services Marketing principles & concepts learnt in this course to any of the theme park you are aware of? Do you have any advice as to how they could become better service marketers? Kindly provide a detailed solution with reasons and examples to support your argument. (20 Marks)

