



Institute of Management
JK Lakshmipat University
Jaipur

END TERM EXAMINATION, 2013



MBA : Semester III

MM: 50 Marks

Course: Services Marketing

Time: 3 Hours

Course Code: MBA MK01

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q1.

(a) Describe the search, experience, and credence attributes, and give example of each.

(5 Marks)

(b) What is the role of senior management in moving a firm towards consistently delivering service excellence?

(5 Marks)

Q2.

(a) Why do marketing, operations and human resources have to be closely linked in services as compared to a manufacturing organization? Give examples.

(5Marks)

(b) What can a firm do to make it easy for dissatisfied customers to complain?

(5 Marks)

Q3.

(a) What actions can firms take to adjust capacity to more closely matched demand?

(5 Marks)

(b) Explain in brief the Mehrabian-Russell Stimulus Response Model.

(5 Marks)

Q4.

(a) What can a service firm do to become a preferred employer and, as a result, receive a large number of applications from the best potential candidates in the market?

(5 Marks)

(b) Identify some key measures that can be used to create customer bonds and encourage long term relationships with customers.

(5 Marks)

Q5. Identify the gaps that can occur in service quality and the steps that services marketer can take to prevent them. (10 Marks)

Section B

Q6. You have been recently appointed as Chief Operating Officer for a large Pizza Restaurant chain in India. The chain is promoted by an Indian Entrepreneur who has successfully established a chain of restaurant for South Indian Food earlier. The earlier chain is known for its quality, service cleanliness and value across India. Using service marketing framework, design suitable services marketing strategies for the said chain of restaurant. What key measures would you use for monitoring service quality, productivity, and profitability? (20 Marks)

