

JK Lakshmipat University, Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2023
BBA Semester III, 2022-25

Roll No.....

MA1127 : Services Marketing

Time: 2.0 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper
2. All questions are compulsory

Q. 1.1	Think about a service you receive. Is there a gap between your expectations and perceptions of that service ? What do you expect that you do not receive?	3.0 (LO1,2,3)
Q. 1.2	Which of the provider gap do you believe is hardest to close ? Why?	3.0 (LO1,4)
Q. 2.1	What are some common types of service guarantees that companies offer? When should a company not offer a service guarantee ?	3.0 (LO3)
Q. 2.1	What are the factors that attract customers to use online services? What are the key factors that help keep facilities open for 24X7X365 ?	3.0 (LO2)
Q. 3.1	Give five research objectives that must be established before cusomter research is conducted. In what situation does a service company need requirement research?	3.0 (LO1,2,3)
Q. 3.2	Describe how a firm's relationships with customers may evolve over time. What are the benefits of relationships to the customer and the company?	3.0 (LO1,4)
Q. 4.1	What is service innovation and discuss with your own example as a customer where in you have come across service innovations?	3.0 (LO1,3)
Q. 4.2	What is the difference between hard and soft standards? Which do you think would be more readily accepted by employees? By Management? Why?	3.0 (LO3)

Q. 5.1	Describe and give an example of how servicescapes play each of the following strategic roles: Package, Facilitator, Socialiser, and Differentiator.	3.0 (LO1,3)
Q. 5.2	How can an effective physical evidence strategy help close providers gap 2? Explain? Use your own experience of how your decision gets affected by physical evidence of the service facility.	3.0 (LO3)

All the best!