

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

**Course: SERVICES MARKETING**

**Programme: BBA-CORE [SPL IN MKT]**

**Time: 03 hrs.**

**Instructions:**

**Semester: V**

**CC: BBCM188**

**Max. Marks: 100**

**SECTION A : Attempt ANY 4 Questions [4X5= 20 Marks]**

Q 1	Write Short Notes On ANY 4 the Following	Marks	CO
A	Importance of physical evidence in services	5	CO1
B	Role of Employee in service delivery	5	CO1
C	Service Blueprint and its importance in designing Service process	5	CO1
D	Service Triangle and Importance of Internal marketing in Service delivery	5	CO1
E	SERVQUAL	5	CO1

**SECTION B : Attempt any 4 Questions [4x5 = 20 Marks]**

Q 2	Define distribution management in the context of services. Suggest suitable distribution channels for following services.  i. Insurance of Automobile products ii. Loan for Automobile products	5	CO1, CO2
Q3	Discuss what you feel to be some of the major implications of adopting a relationship marketing approach for the development of services marketing strategies.	5	CO3
Q4	Discuss the following characteristics of service products in each case indicating the implications of the characteristic for the marketing of service products:  i. Inseparability ii. Perishability iii. Variability.	5	CO1, CO2

Q5	If you were the manager of a service organization and wanted to apply GAP MODEL to improve service, how would you proceed to close gap?	5	CO3, CO4
Q6	Which Method should the marketers deploy for pricing their services?	5	
<b>SECTION-C: Attempt any 2 Questions [2x15 = 30 Marks]</b>			
Q 7	Is the Lifecycle Concept applicable for pricing services? What role does it play in deciding a price strategy?	15	CO3, CO4
Q8	To have an effective service process, it is necessary to document the flow of activities and map them carefully. A service Blue Print offers this facility. Outline the steps as mentioned by Zenithal and Bitner for Service Blue print. Also, Design a service Blue Print for the service delivered by a fast food Restaurant.	15	CO3, CO4
Q9	New Technology deployment has led to emergence of new service firms. Elaborate using examples and the challenges faced by them.	15	CO3, CO4
<b>SECTION-D: Analytical / Situational / Case based Attempt all the questions [30 Marks]</b>			
Q 10 A	Hair stylist Jawed Habib, who runs a chain of more than 300 salons across India, plans to take his venture global in a strategic partnership with Procter and Gamble, the world's largest consumer goods company. "Our initial thrust will be Europe and we want a big presence in London and Paris", the Chairman and Managing Director said. He said the company plans to open more than 50 salons abroad over the next two years. Habib plans to invest in his first set of salons abroad. He will use the franchisee route to expand. Habib says each salon will need an investment of Rupees 5-6 millions. "The potential is much more in overseas markets, since consumers in matured markets like Europe spend almost 20- 25% of their earning on grooming and beauty as compared to some 5% in urban India ," said Habib whose salon chain reported Rupees Five hundred million (50 crore) turnover last year.		CO2, CO3, CO4
10 AI	What are the relative advantages and disadvantages Habib will have through Franchising?	10	
10 A II	Discuss the importance of customer Retention for the above service offering.	10	
10 B	Critically evaluate the following service guarantee offered by a restaurant for its home delivery services: "30 Minutes delivery Guarantee. 10% discount on next order in case of delayed delivery."	10	CO3, CO4