



Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2023

Course: Service Marketing
Program: MBA-SPZ-Marketing
Course Code: MKTG8005

Semester: IV
Time : 03 hrs.
Max. Marks: 100

Instructions: All questions compulsory

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Multiple choice questions	2 marks each	CO1
i)	Which of the following statements about the pricing of services (compared to the pricing of goods) is false? a. The demand for services tends to be more elastic than the demand for goods b. Cost-oriented pricing is more difficult for services. c. Comparing prices of competitors is more difficult for service consumers d. Consumers are less able to stockpile services by taking advantage of discount prices		
ii)	A buyer's perception of value is considered a trade-off between. a. Product value and psychic cost. b. Total customer value and total customer cost c. Image value and energy cost d. Service value and monetary cost.		
iii)	Andrea wants to be a dog groomer. She has enrolled in a training academy operated by PetSmart to learn how dogs should be handled during grooming. The moment Andrea attended the indoctrination class at the training academy was an example of an a. Service inquiry b. Service path crossing c. Service blueprint d. Service encounter		
iv)	Evaluation of medical diagnosis service mainly depends on _____ a. High in experience quality b. High in credence quality c. High in search quality d. Both a and c		

v)	Which of the following strategies increases the supply of service available to consumers? a. The use of creative pricing strategies b. The use of reservation systems c. Capacity sharing d. Developing complementary services		
vi)	Which of the following is not a type of Service encounters? a. Remote encounters b. Phone encounters c. Face to face encounters d. Check-in-encounters		
vii)	The mental energy spent by customers to acquire service is referred to as a. Time cost b. Mental cost c. Energy cost d. Acquisition cost		
viii)	_____ is not an element of people a. Motivation b. Teamwork c. Customer training d. Flow of activities		
ix)	Emergency services adopt variants of this rule, grading the nature of each demand between critical and non-essential. a. LIFO b. FIFO c. Most valuable first d. Most critical first		
x)	A triangle of company, customers and employees, internal marketing, external marketing communications and interactive marketing is known as _____ a. Marketing Triangle b. Service Triangle c. Communication Triangle d. Both a and b		

SECTION B
4Qx5M= 20 Marks

Q2.	Write short answers		CO2
i)	Discuss how consumers judge the service quality in Banks.	5 marks	
ii)	Assume you are the marketing manager of Synergy Hospital, Dehradun. Outline the steps involved in the positioning stance of the hotel.	5 marks	
iii)	Explain different strategies which can be adopted to manage capacity during peak hours in a fitness centre.	5 marks	
iv)	Discuss with the help of examples how 'People Power' is very important element in designing a service strategy.	5 marks	

SECTION-C 3Qx10M=30 Marks			
Q 3.	Write long answers		CO3
i)	Design a feedback form to measure the service quality of a restaurant based on the SERVQUAL model.	10 marks	
ii)	Explain the goals of relationship marketing. Also discuss the dimensions of relationship which the marketers should apply to develop customers from strangers to becoming partners.	10 marks	
iii)	A dissatisfied customer would have different service complaints from a recreation park. Apply GAPS model to explain, also draw the diagram of the model.	10 marks	
SECTION-D 2Qx15M= 30 Marks			
Q 4.	Attempt both questions		CO4
i)	<p>Case Study</p> <p>The telephone regulatory authority of India, TRAI, announced new telephone tariffs, which were to come into force with effect from 1 May 1999. TRAI has stipulated that the rates given in their tariffs were the highest that any company or government department providing telephone services could charge. The telephone service providers were required to fix their own rates below the limits set by the tariffs declared by TRAI. This development called for an immediate reaction from Dial Telephones Ltd. Who were in the process of providing telephone services in Punjab. The management had two queries.</p> <p>1. What charges should Dial Telephones Ltd. fix so that its rates are below the limit set by TRAI and give the company the best returns? The charges could be in the form of bimonthly rental charges and charges for the number of telephone calls made by a subscriber. The call charges were to be levied as per a formula of varying rate slabs,</p>		

	<p>e.g., charges for a 0-200 call slab could be Rs A per call; charges for a call in the slab of 201-500 calls could be Rs B per call and so on.</p> <p>2. Should Dial Telephone Ltd. diversify into selling telephone instruments of different kinds to its subscribers?</p> <p>Dial Telephones Ltd. gave Rite Research Ltd. (RRL) New Delhi the task of finding answers to these questions through market research. RRL had a preliminary meeting with their clients at which it was decided that:</p> <ol style="list-style-type: none"> 1. The marketing research would be carried out through a mail survey so that the potential subscribers get plenty of time to compose their replies. 2. Respondents would be companies who had a flourishing business or those individuals who used their telephone a lot. 3. The survey would be limited to four cities besides Chandigarh(which is not strictly in Punjab but is a union territory). The four cities selected were Amritsar, Jalandhar, Ludhiana and Bhatinda. <p>RRL gave the task of desk research to a new entrant, Neena, a vibrant young recruit with an MBA in marketing. Neena was present at all meetings with the customer and was now directed to prepare a list of respondents from the selected cities who met the laid down conditions. The list would have to include the addresses of the respondents. She was also to draft the questionnaire to be mailed to these respondents.</p> <p>Questions:</p> <p>Q1. Cast yourself in the role of Neena and prepare a questionnaire and indicate the action you will take to get the names and address of the respondents.</p> <p>Q2. Is marketing research for service firms any different from manufacturing firms? Why?</p>	<p>15 marks</p> <p>15 marks</p>	
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