



Name:

Enrolment No:

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

Course: Service Marketing
Program: BBA-SPZ-MKTG/INT-BBA-MBA
Course Code: MKTG3005

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

Instructions: All questions compulsory

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q1.	Multiple choice questions	2 marks each	CO1
i)	The relationship between the consumer's expectations and the product's _____ determines whether the buyer is satisfied or dissatisfied with a purchase. a. Perceived performance b. Brand personality c. Recognition d. Consumer market e. Service quality		
ii)	When McDonald's and other fast-food restaurants offer "value menu" items at surprisingly low prices, they are using. a. Break-even pricing b. Target profit pricing c. Value pricing d. Cost-plus pricing e. Bundling		
iii)	Distinct characteristic of services is ____ a. Inseparability b. Perishability c. Intangibility d. Variability		
iv)	Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called _____. a. Place Mix b. Physical Evidence Mix c. Process Mix d. People Mix		

v)	All of the following are methods for developing a differentiated service offer, delivery, or image EXCEPT _____. a. Offering innovative features b. Increasing the quantity of service by giving up some quality c. Having more reliable customer-contact people d. Developing symbols and branding e. Designing a superior delivery process		
vi)	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		
vii)	_____ is not an element of people. a. Motivation b. Teamwork c. Customer training d. Flow of activities		
viii)	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		
ix)	Wal-Mart is famous for using what important type of value pricing? a. Competition-based pricing b. Everyday low pricing c. Cost-plus pricing d. Break-even pricing e. Penetration pricing		
x)	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		

SECTION B
4Qx5M= 20 Marks

Q2.	Write short answers		CO2
i)	Discuss the advantages of service mapping	5 marks	
ii)	What are the reasons for gaps between customer perception of service delivery and customer expectation? How can they be closed?	5 marks	
iii)	Discuss how consumers judge the service quality for information technology services	5 marks	
iv)	Why the pricing of services is different? State the reasons taking support of examples.	5 marks	

SECTION-C 3Qx10M=30 Marks			
Q3.	Write long answers		CO3
i)	<p>Assume you are the marketing manager of Rajputana Sheraton, Jaipur. Outline the steps involved in the positioning stance of the hotel.</p> <p style="text-align: center;">OR</p> <p>Prepare a service blueprint of opening a savings account in a public sector bank.</p>	10 marks	
ii)	Bernard Harrison, the chief executive of Singapore Zoo, is keen to continue developing the zoo: can you develop a new service concept for him?	10 marks	
iii)	Analyzing the various factors responsible for growth of Indian tourism industry, develop a marketing plan for the promoters of a chain of 5 star hotels in India	10 marks	
SECTION-D 2Qx15M= 30 Marks			
Q4.	Case Study		CO4
	<p>The Singapore General Hospital (SGH) is the country's largest acute tertiary care hospital. It has a total of 1,612 beds and 22 clinical departments providing a comprehensive range of medical services. The hospital employs around 5,500 staff, from clinical and research directors to hospital attendants. SGH is structured as a private limited company for flexibility of operations, but is a not-for-profit organization owned by the Government of Singapore. The hospital's mission is to provide excellence in healthcare through cost-effective methods for the benefit of the patient, community, and staff. Lawrence Lim is the hospital's chief executive officer, and he explains how it delivers its mission: The hospital has three 'pillars' supporting our mission statement. Service, that is taking care of our patients, is our number-one priority. The second pillar is teaching and nurturing the next generations of caregivers, doctors, nurses, physiotherapists, etc., and the third area is undertaking clinical research to expand our knowledge and skills in medical science. In terms of service, we aim to offer our patients 'best outcome, best experience'. We want to provide the best outcome by providing the best clinical care. I know people do not wish to come to a hospital, but if they have to, we want to provide them with the best experience possible. This idea was derived and drawn up by the doctors and administrators together and provides a common purpose, mindset and language that permeate the whole hospital. There are four key principles underlying this:</p> <ul style="list-style-type: none"> ● assure best outcomes (i.e. clinical quality) ● create seamless service (i.e. operational quality) ● build relationships ● delight with personalized care (i.e. service quality). 		

	<p>We have a quality council comprising doctors and administrators that come together to chart the strategies and programs for quality in the hospital. They discuss clinical quality, which has to do with getting doctors, nurses, physiotherapists, etc. to produce the best outcome for the patient. We also talk about operational quality, that is how we move a patient around and how we organize our services around the patient. These activities mainly concern operational processes, which we try to ‘engineer’ to create a seamless service for the patient. We are also concerned with service quality, which is about the individual; building a relationship with the patients and showing that we care. From the patients’ perspective all these three types of quality, i.e. clinical, operational and service, are intertwined, but we need to ensure that our staff are focused on all of them too. We have worked with all the different people in the hospital to try to get everybody to think how they can improve the service. We get them to think about communication skills, even grooming, dress and body language. We are a government hospital and people’s concept of a government hospital in the past is that it is bureaucratic, officious and slow to respond. I always tell my staff, let’s surprise the patient!</p> <p>Questions</p> <p>1 How has Lawrence Lim focused his staff on providing ‘best outcome, best experience’?</p> <p>2 From whom do you think he encountered most resistance, and why?</p> <p style="text-align: center;">OR</p> <p>What did the author mean by the statement “Let’s surprise the patient”. Please elaborate.</p>	<p>15 marks</p> <p>15 marks</p>	