PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT   SET A

MID TERM EXAMINATION

Even Semester: 2018-19   **Date**: 18 February 2019

Course Code: MKT 402   **Time**: 2 Hours

Course Name: Marketing of Services   **Max Marks**: 40

Programme & Sem: MBA & IV Sem   **Weightage**: 20%

Instructions:
(i)   *Read the question properly and answer accordingly.*
(ii)   *Question paper consists of 3 parts.*

Part A

Answer **both** the Questions. **Each** question carries **Five** marks.   (2Qx5M=10)

1. Explain the distinguished characteristics of services.
2. What is GATS? discuss its emergence.

Part B

Answer **both** the Questions. **Each** question carries **Ten** marks.   (2Qx10M=20)

3. Explain the GAPS model of service quality.
4. Analyse how customer expectations are formed? Discuss the major components of customer expectations.

Part C

Answer the Question. Question carries **Ten** marks.   (1Qx10M=10)

5. Construct a questionnaire for assessing service quality in a corporate hospital covering all the Five dimensions of service quality.

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Part A

Answer **both** the Questions. **Each** question carries **Five** marks.   (2Qx5M=10)

1. Name and briefly explain the four characteristics of Services?

2. Briefly explain why the extended Marketing Mix for Services have been included?

Part B

Answer **both** the Questions. **Each** question carries **Ten** marks.   (2Qx10M=20)

3. What is Customer Gap? Explain the gaps model with the help of suitable diagram and Example ?

4. What is Zone of Tolerance ? Explain with an example?

Part C

Answer the Question. Question carries **Ten** marks.   (1Qx10M=10)

5. Explain the possible levels of customer expectation with respect to Airways. Enumerate the factors influencing these levels with a neat diagram.

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SCHOOL OF MANAGEMENT   SET A

END TERM FINAL EXAMINATION

Even Semester: 2018-19   **Date**: 11 March 2019

Course Code: MKT401   **Time**: 3 Hours

Course Name: Marketing of Services   **Max Marks**: 80

Programme & Sem: MBA & IV Sem   **Weightage**: 40%

Instructions:
  (i)   ***Write legibly***
  (ii) ***Answer all the questions***

Part A

Answer **all** the Questions. **Each** question carries **five** marks.   (5Qx5M=25)

1. What are the characteristic features of services. Explain with examples.

2. What do you understand by services marketing triangle. Give an example.

3. Is it possible to have pure tangibility for services. Explain with examples.

4. Distinguish between experience and credence attributes of services. Substantiate with services you have experienced.

5. What is a service encounter. Explain the context of a service encounter in a large retail store.

Part B

Answer **all** the Questions. **Each** question carries **ten** marks.   (4Qx10M=40)

6. What is service failure. Explain the steps in the service recovery process in airline industry.

7. Analyse the extended P's of marketing in healthcare industry in India. Also explain how these elements are critical to the success of the hospital.

8. " SERVQUAL model is the prerequisite for customer delight". Explain the statement in the context of a bank.

9. Account for the growth of service sector in indian economy. What factors have led to the transformation of service sector.

10. Read the case study and answer **all** the Questions mentioned below. It carries **fifteen** marks.

(1Qx15M=15)

E Tailing in India: The Amazon – Flipkart Way

Finally, the much awaited strategic buyout took place in Indian E – Tailing industry. Soft Bank, which invested close to $2.5 billion in Flipkart decided to make $ 4 billion on its investment. It sold the stake to Walmart after solving tax issues. Soft bank has an objective to invest more in Paytm Mall. In India, Soft Bank has its stake in Oyo hotel rooms and cab aggregator Ola. Finally ,in the first week of May, Walmart announced that it was buying a 77 % stake in Flipkart. Price of the seal was $ 16 billion. It is a strategic move by Walmart to pose a tough competition to another US retail giant in India, Amazon.This move has created a similar situation for Soft Bank in India and China markets. In India, after selling Flipkart, it is Soft Bank is investing in Paytm Mall. It is a competitor for Amazon. In China, Soft bank is a big stake holder in Alibaba which competes with JD.com. Here, JD.com is backed by Walmart.

Flipkart is special for most of the indian consumers. It is because, most of the Indians made their first online purchase through Flipkart. Flipkart started its operation in 2010 as online book retailer. They offered huge discounts on books bought. It delighted the customers with a unique shopping experience. Impressions of online buying like, "it is easy and not complicated" was created by Flipkart. This promotion campaign was very well supported by back end operations as well. Innovative techniques like, user friendly searching, ease to connect, adding to cart, discounts, showing difference in MRP and offer price, showing the products that could be bought together are some of them to name.Big billion day of Flipkart is a testimony to the fact that Flipkart was powered by strong marketing minds. Servers crashed and Flipkart could not handle the rush of customers. It lead to severe shortage of sales personnel. Later ,company sought the apology of the customers and orders were delivered soon. We have also seen the mechanism exercised by Bansals wherein they themselves entered their customer's places to read the pulse of the customers. These are the marketing lessons to be learnt from Flipkart. When people were worried about continuous loss incurred by Flipkart, they showed how brand building is the only thing that matters in the long run.

On the other hand, looking at the history of Walmart, it opened its first store in Rogers in Arkansas. It has believed in making a difference to the lives of customers. Thanks to Sam Walton's leadership which has made people save money and live better. Walmart has changed the face of retail all over the world. Walmart made an entry into indian market through a joint venture with Bharti Enterprises. They signed a wholesale cash and carry deal in 2007. After Walmart's entry into indian online retail segment, it is interesting to watch how Flipkart maintains its basic philosophy of delivering the high quality service to customers. We can expect a brand war between Amazon and Walmart. Amazon's core competency is in terms of category selling. Through Walmart's entry, it is expected to be an even contest since two US majors in the industry are competing against each other in the indian market. They are following different routes. Amazon is focussing most of its promotion through prime. Flipkart is expected to make more through grocery segment in which Walmart has expertise.

a) Explain the extended P's marketing used by both Flipkart and Amazon.
b) How deal with Walmart would help Flipkart to deliver quality service.
c) Identify the incidence of service failure by Flipkart & Amazon and how service recovery is initiated.
d) Account for the growth of e tailing sector in India.

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SCHOOL OF MANAGEMENT   SET B

END TERM FINAL EXAMINATION

Even Semester: 2018-19   **Date**: 11 March 2019

Course Code: MKT 401   **Time**: 3 Hours

Course Name: Marketing of Services   **Max Marks**: 80

Programme & Sem: MBA & IV Sem   **Weightage**: 40%

Instructions:
- *(i)* ***Read the questions properly and answer accordingly.***
- *(ii)* ***This question paper consists of 3 parts.***

Part A

Answer **all** the following Questions. **Each** question carries **five** marks.   (5Qx5M=25)

1. What is the difference between experience and credence attributes of services? Support your answer with examples

2. How do you differentiate between services marketing from marketing of physical products?

3. What are the sources of pleasure and displeasure in service encounters? How do you strengthen or overcome them.

4. Explain the factors responsible for the growth of service industries in India.

5. Explain the various elements of "Services Marketing Triangle"? bring out its relevance and applicability in five star hotels

Part B

Answer **all** the following Questions. **Each** question carries **ten** marks.   (4Qx10M=40)

6. Explain the 7Ps of Services Marketing. What is the rationale behind the expanded Marketing mix?

7. What is the impact of service failure? What should be the response of the service marketer to these failures?

8. Explain the dimensions of "SERVQUAL" research with contemporary examples of companies in banking and hospital industries.

9. Explain the marketing mix for Tourism and Banking. What are the special features and how it differ from marketing of other services?

Part C

Analyse the following case and answer the questions given at the end   (1Qx15M=15)

Pravasi Airlines Pvt. Ltd.

The morning flights scheduled to leave Bangalore for Delhi at 6.30, 8.30 and 9.30 were

all delayed due to fog in Delhi.   The first two were rescheduled for 9.00 am in the hope that, by then, the weather would show improvement. At 8.30 am, the passengers were asked to proceed for security check and await departure call. An announcement at 8.50 requested passengers on the second flight, who were waiting in the longue on the ground level, to board the flight. Those booked for the first flight, waiting on the first floor longue, heard this announcement.

Anticipating a similar announcement for them, they moved gradually to the gate. The movement of the staff through the aerobridge and the telephones gave the impression that something was afoot. But the gate did not open. At about 9.15, one of the staff was asked the reasons for the delay. He said that they would be boarding within five minutes. At 9.30, another traffic assistant also said within five minutes. The passengers were getting restive. When another assistant passed by and gave the same answer, the passengers screamed at him and the airline with words which, to say the least, were unbecoming of their status. The answer to the abuses was, however that they were not doing their duty and that the delay was avoidable. Within another five minutes, the passengers were asked to board the flight.

When all were seated, the pilot came on the system and said that the weather in Delhi was still bad, the visibility being only 100 meters, that the next report was expected at 10.15 (nearly 30 minutes later), and the breakfast would be served on board. From the airhostess, the passengers came to know that the passengers of the second flight were also boarding only then.

Questions

1. From the passengers' point of view, how the situation could have been handled?
2. Analyse the role of Pravasi Airlines Pvt Ltd and its employees in this case of service failure.
3. How to delight the passengers under the circumstances without incurring much expenditure?