

Roll No.



**PRESIDENCY
UNIVERSITY**
BENGALURU

Department of Research & Development
Mid - Term Examinations - SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 27/09/2024
Course Code: MBA 3059	Time: 10:00am – 11:30am
Course Name: Services Marketing	Max Marks: 50
Department: School of Management	Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	Define "Service" and discuss the essential characteristics of services.	5 Marks
2	Distinguish between "customer perceptions" and "customer expectations" with suitable examples.	5 Marks
3	Discuss the various dimensions of the RATER model.	5 Marks
4	Describe any two service communication challenges and approaches to overcome them.	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2QX15M=30M
5	<p>Situation</p> <p>The price of services such as bus tickets and air ticket bookings are very dynamic. These services require necessitating an explanation of the rationale behind pricing targets.</p> <p>Question</p> <p>Explain the logic behind setting such pricing objectives, justify their costs incurred by service providers, the value, benefits and satisfaction to customers.</p>	15 Marks
6	<p>Choose any food chain restaurant and discuss the following aspects of that food chain: -</p> <p>A. Service Encounter</p> <p>B. Moment of Truth</p>	15 Marks

	<ul style="list-style-type: none">C. Critical IncidentsD. Line of InteractionE. Attempt to draw a service flow chart to map the customer experience.	
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