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**Bengaluru**

**School of Management**

**Mid - Term Examinations – November 2024**

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| **Semester**: III | **Date**: 11-11-2024 |
| **Course Code**: MBA3076 | **Time**: 09:30am – 11:00am |
| **Course Name**: Marketing of Services | **Max Marks**: 50 |
| **Program: MBA** | **Weightage**: 25% |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 3marks. 5Q x 3M=15M** | | | | |
| **1** | Great service is not the end – the final answer. It is a process that is on-going, ever changing and is always being adapted to meet the needs of the current situation”. Define Services Marketing. | 3 Marks | Knowledge | CO1 |
| **2** | "Services are processes (economic activities) that provide time, place, form, problem-solving or experiential value to the recipient." List any three characteristics of Services. | 3 Marks | Knowledge | CO1 |
| **3** | Goods are items that satisfy human wants and provide utility, for example, to a consumer making a purchase of satisfying product. State any three differences between goods and services. | 3 Marks | Knowledge | CO1 |
| **4** | A service encounter is the interaction between a customer and a service provider, and can include direct or indirect contact. Recall High Contact and Low contact service encounters with examples. | 3 Marks | Knowledge | CO2 |
| **5** | Attributes in marketing are the properties of a product or service that help define its unique selling proposition (USP). Describe Search attributes, experience attributes and credential attributes. | 3 Marks | Knowledge | CO2 |

**Part B**

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| **Answer Any Two Questions. Each question carries 10 marks. 2Qx10M=20M** | | | | |
| **6a** | Services marketing is a form of marketing businesses that provide a service to their customers to use to increase brand awareness and sales. Explain Services Marketing Mix with an example. | 10 Marks | Application | CO2 |
| **Or** | | | | |
| **7a** | Service quality (SQ), is how well a business meets or exceeds customer expectations. Discuss GAPS Model of service quality. | 10 Marks | Application | CO2 |

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| **8a** | Culture is the collection of behaviors, beliefs, and values that are shared by a group of people. It can also refer to the material objects that are common to a group or society. Elucidate the role of culture in services**.** | 10 Marks | Application | CO2 |
| **Or** | | | | |
| **9a** | Service consumption is the utilization of services by consumers or businesses to fulfill specific needs or desired outcomes. Explain the stages of service consumption. | 10 Marks | Application | CO2 |

**Part C**

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| **Answer the Question. Question carries 15 marks. 1Q x 15M=15M** | | | | |
| **10** | In 1979 Gary Knisely, a principal of the consulting firm Johnson Smith & Knisely, asked the title question to practicing service marketers. Specifically, Knisely interviewed several high-ranking marketing executives who had all gone to work in consumer services after extensive experience in the consumer-packaged goods industry (known for its marketing prowess). These executives found differences, all right. Their discoveries came from attempts to apply (with mixed success, it turned out) consumer goods marketing practices directly to services. James L. Schorr of Holiday Inns Inc., formerly with Procter & Gamble, found that he could not overlay a consumer goods firm’s marketing system onto a service firm. He, and the other executives interviewed, expressed certain recurring themes. First, more variables exist in the marketing mix for services than for consumer goods. Schorr claimed that in a service business, marketing and operations are more closely linked than in a manufacturing business; thus, the service production process is part of the marketing process. Second, customer interface is a major difference between goods marketing and services marketing. Executives from packaged goods companies never had to think in terms of a direct dialogue with their customers. For Schorr, the marketing of hotel rooms boiled down to a “people-on-people” sale. Robert L. Catlin, in relating his experience in the airline industry, stated, “Your people are as much of your product in the consumer’s mind as any other attribute of the service.” People buy products because they believe they work. But with services, people deal with people they like and they tend to buy services because they believe they will like them. This thought process makes the customer–employee interface a critical component of marketing. The executives also commented on how the marketing mix variables common to both goods and services have vastly different implications for marketing strategy in the two contexts. In the distribution and selling of services, the firm cannot rely on well-stocked shelves past which the consumer can push a cart and make selections. Consumers’ exposure to the full range of need-fulfilling service products may be limited by the salesperson’s “mental inventory” of services and how he or she prioritizes them. You could say that the service product manager is competing for the “mental shelf space” of the firm’s sales personnel. For Rodney Woods, group marketing officer at United States Trust Co., pricing was the most critical factor in the marketing of services versus products. For Woods, determining the costs associated with service production and delivery proved very difficult, much more of a challenge than he had faced in his earlier career working with such large packaged goods companies as Pillsbury, Procter & Gamble, and Bristol-Myers. Also, the benefits of using price as a promotional weapon were not as apparent. Promotional price cuts tended to erode hard-fought positioning and image. While scholars debated early on the issue of whether marketing management differs for goods versus services, for top managers with experience in both areas the differences were pronounced in 1979. They still are today. The differences that these early service marketers noted were the impetus for many of the ideas, concepts, and strategies practiced today.  **Questions:**  10A. A consumer goods firm’s marketing system can’t be overlaid onto a service firm. Analyse. (10 Marks)  10B. Determining the costs associated with service production and delivery proved very difficult. Evaluate. (5 Marks) | 15 Marks | Analysis | CO2 |