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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 13- 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-PG | **Program:** MBA | |
| **Course Code :** MBA3076 | **Course Name :** Marketing of Services | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **31** | **16** | **16** | **37** |  |

**Instructions:**

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

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 3marks. 3Mx10Q=30M** | | | | |
| **1** | Tertiary education, also referred to as third-level, third-stage or post-secondary education, is the educational level following the completion of secondary education. Why do you think that Tertiary education may be one of the biggest service purchases in life? | **3 Marks** | **Knowledge** | **CO1** |
| **2** | Tangible actions are performed on people’s bodies or to their physical possessions. Intangible actions are performed on people’s minds or to their intangible assets. This gives rise to the classification of services into four broad categories. List those categories. | **3 Marks** | **Knowledge** | **CO1** |
| **3** | Expectations embrace several elements or factors that influence the customer expectations. Name those factors. | **3Marks** | **Knowledge** | **CO2** |
| **4** | Valarie Zeithaml, Leonard Berry, and A. Parasuraman have conducted intensive research on service quality and identified five broad dimensions of service quality. List those 5 dimensions. | **3 Marks** | **Knowledge** | **CO2** |
| **5** | Select three services: one high in search attributes, one high in experience attributes, and one high in credence attributes. | **3 Marks** | **Knowledge** | **CO3** |
| **6** | Service consumption is the utilization of services by consumers or businesses to fulfill specific needs or desired outcomes.  Recall the three stage model of Consumption with an example. | **3 Marks** | **Knowledge** | **CO3** |
| **7** | Servicescape is the design of any physical location where customers come to place orders and obtain service delivery. Define any three types of Servicescape. | **3 Marks** | **Knowledge** | **CO3** |
| **8** | An unrealistic service promise is a promise that a business makes to a customer that is not achievable. State any three reasons for Unrealistic Service Promises made by the business. | **3 Marks** | **Knowledge** | **CO4** |
| **9** | Integrated marketing communications (IMC) is the process of unifying a brand's messaging to make it consistent across all media that the brand uses to reach its target audience. Name the 5 Ws along which the Integrated Service Communications Model is structured. | **3 Marks** | **Knowledge** | **CO4** |
| **10** | In what ways do the objectives of services communications differ substantially from those of goods marketing? | **3 Marks** | **Knowledge** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11** | Business services allow manufacturing firms and other service organizations to outsource non-core activities, processes, and assets. What used to be a neglected support activity in a client organization has become the management focus and core competency of an independent service provider. Explain the benefits. | **10 Marks** | **Comprehension** | **CO1** |
| **Or** | | | | |
| **12** | Choose a service company you are familiar with, and discuss how each of the 7 Ps of services marketing applies to one of its service products. | **10 Marks** | **Comprehension** | **CO1** |

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| **13** | How are customers’ expectations formed? Explain the difference between desired service and adequate service with reference to a service experience you’ve had recently. | **10 Marks** | **Comprehension** | **CO2** |
| **Or** | | | | |
| **14** | What are the back-stage elements of (a) a car repair facility, (b) an airline, (c) a university, and (d) a consulting firm? Under what circumstances would it be appropriate or even desirable to allow customers to see some of these back-stage elements, and how would you do it? | **10 Marks** | **Comprehension** | **CO2** |

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| **15** | Blueprinting is a more complex form of flowcharting, specifying in detail how service processes are constructed, including what is visible to the customer and all that goes on in the back-office. Explain the design elements of a blueprint. | **10 Marks** | **Comprehension** | **CO3** |
| **Or** | | | | |
| **16** | What would be an appropriate service recovery policy for a wrongly bounced check for (a) your local savings bank, (b) a major national bank, (c) a private bank for high net-worth individuals? Please explain your rationale, and also compute the economic costs of the alternative service recovery policies. | **10 Marks** | **Comprehension** | **CO3** |

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| **17** | What roles do personal selling, advertising, and public relations play in (a) attracting new customers to visit a service outlet and (b) retaining existing customers? | **10 Marks** | **Comprehension** | **CO4** |
| **Or** | | | | |
| **18** | Identify one website that is exceptionally user-friendly and another that is not. What are the factors that make for a satisfying user experience in the first instance, and a frustrating one in the second? Specify recommendations for improvements in the second website. | **10 Marks** | **Comprehension** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19** | **Marriott**  Marriott is always a leader in lists of “best service companies” in the United States and the company is also high overall on Fortune’s Most Admired Company lists. One reason for these high rankings is Marriott’s focus on commitment to its employees and customers. At Marriott, people come first, and their first core value is “take good care of your people, they will take good care of the customers and the customers will come back.” This value has translated into a worldwide well-known brand name that is the parent to 19 distinct brands of hotels. Being excellent at service—both for customers and employees—has been one of the keys to Marriott’s success for decades.  **General Electric**  Many traditional manufacturers and high-technology companies have evolved over several decades to become service providers, and now a number of them are evolving further into data-driven service businesses. General Electric (GE) is prime example of a company that is transitioning its core growth strategies to focus on digital services and services built around data spun off from its products. Just as Jack Welch, former CEO, transformed the company into a service giant, its current CEO Jeff is focused on a digital transformation of the company to make it top 10 software and digital services company by 2020. A popular GE ad campaign featuring a young man named Owen demonstrates the company’s commitment to digital transformation of industries and its desire to hire people like Owen to move it forward.  **Apple**  In many industries, products are becoming a vehicle for service provision. Nowhere is this more obvious than in consumer electronics. Every app that you have on your smart phone promises to provide you with information, entertainment, purchasing opportunities, or unique solutions for your everyday life—all of these are services. The phone itself is really just a “container” for the services it provides. Apple’s status as a service business was recognized when the company was ranked third for service among all companies by 24/7 Wall Street. Apple continues to stay on the forefront of technology and product design, but it is always geared to providing customers with the innovative services and solutions they have come to expect and depend on from the company.  **Uber**  Technology, collaboration, and the sharing economy are giving rise to many new services today. Some are short-lived, while others seem to have real staying power. Uber’s rapid rise as a prominent, disruptive business model in the personal transportation industry is one of the best known examples. Technology has made Uber’s business model possible, and consumer willingness to collaborate underlies its success. Through technology Uber is able to link individual drivers, driving their own personal cars, with customers who are seeking a ride. The technology tracks locations, availability, payment, and evaluations of both drivers and riders, making the service extremely efficient and yet customized. Although it is facing challenges from regulated taxis and others, Uber’s rapid expansion globally is a testament to the robustness of the service model.  **Questions**  1. Choose the factors that are driving growth & Innovation in the above examples. Explain. | **15 Marks** | **Application** | **CO1** |
| **20** | Southwest Airlines has the best customer service record in the airline industry and has won the industry’s “Triple Crown” for best baggage handling, best on-time performance, and best customer complaint statistics many times. Observing Southwest Airline’s success, it is clear that all of its marketing mix elements are aligned around its highly successful market position. The three traditional service marketing mix elements all strongly reinforce the value image of the airline:  ● **People** Southwest uses its people and customers very effectively to communicate its position. Employees are unionized, yet they are trained to have fun, are allowed to define what “fun” means, and are given authority to do what it takes to make flights lighthearted and enjoyable. People are hired at Southwest for their attitudes; technical skills can be and are trained. And they are the most productive workforce in the U.S. airline industry. Customers also are included in the atmosphere of fun, and many get into the act by joking with the crew and each other and by flooding the airline with letters expressing their satisfaction.  ● **Process** The service delivery process at Southwest also reinforces its position. There are no assigned seats on the aircraft, so passengers line up and are “herded” Exhibit 1.2 Southwest Airlines: Aligning People, Processes, and Physical Evidence by assigned groups and numbers onto the plane, where they jockey for seats. With very few exceptions, the airline does not transfer baggage to connecting flights on other airlines. Food is not served in flight. In all, the process is very efficient, standardized, and low-cost, allowing for quick turnaround and low fares. Customers are very much part of the service process, taking on their roles willingly.  ● **Physical evidence** All the tangibles associated with Southwest further reinforce the market position. Employees dress casually, wearing shorts in the summer to reinforce the “fun” and further emphasize the airline’s commitment to its employees’ comfort. No inflight meal service confirms the low-price image through the absence of tangibles—no food. Because many people joke about airline food, its absence for many is not viewed as a value detractor. Southwest’s simple, easy-to-use website is yet another form of consistent, tangible evidence that supports the airline’s strong positioning and reinforces its image. The consistent positioning using the service marketing mix reinforces the unique image in the customer’s mind, giving Southwest Airlines its high-value position  **Questions**  1. Develop the consistent positioning using the service marketing mix to reinforce the unique image in the customer’s mind, giving Southwest Airlines its high-value position. | **15 Marks** | **Application** | **CO3** |