ID NO:

PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Weightage: 40 %   Max Marks: 100   Max Time: 3 HRS.   20 Feb Tuesday 2018

ENDTERM FINAL EXAMINATION

Even Semester 2017-18   Course: **MKT 402 Services Marketing**   IV Sem. MBA

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

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Part A

(10 Q x 2 M = 20 Marks)

1. Give one example each for radical innovation and service improvement.

2. "*If you are serving new services to new markets is market development.*" True or False. Justify your answer in one line.

3. Hard customer defined services Vs soft customer defined services.

4. "*One time fix involves no employees.*" True or False?. Justify your answer in one line.

5. What is virtual physical evidence?

6. Give one example each for elaborative and lean servicescape complexity.

7. What is service culture?

8. Who is emotional labor?

9. What is ROSQ?

10. "*Defensive marketing effects of service focus only on new customers.*" True or False? Justify your answer in one line.

Part B

(8 Q x 5 M = 40 Marks)

11. Explain the process of building a service blueprint.

12. What are factors necessary for appropriate service standards?

13. "*Servicescape can play many strategic roles.*" Explain the variety of roles and how they interact which are strategically important.

14. What are the different types of physical evidence available? Give examples.

15. Explain how the employees in services marketing act as service, organization, brand and marketers in the customer's eyes?

16. Explain the services marketing triangle.
17. Explain how offensive marketing of services is different from defensive marketing of services.
18. Explain the steps involved in service innovation and development process.

Part C

(2Q x 20 M = 40 Marks)

19. Using the balanced scorecard explain how you measure the performance of e-commerce companies. Support your answer with a suitable example.

20. Based on '*physical environment- user relationships framework*' explain environment-user relationship of Presidency University.