

SERVICES MARKETING

There will be Five Questions in all.

- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there would be six questions. Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q.1 Discuss the case study with answers of following question. (20Marks)

Dr. Becketts is a professional dentist, during her dental practice she observed that the staff confined to provide high quality dental services to peoples due to high costs and lack in trainings of customer dealings, needs which result in dissatisfaction. At dental school, Dr Becketts taught about only technical knowledge of dentistry but nothing about the business (how to understand, dealings and know about the customer's needs). Dr. Becketts has planned to implement differentiation strategy and take competitive edge of providing high quality services at profitable manner effectively and customer satisfaction at her owned newly established dental office. With the help of consultants, Dr Becketts has invested to buy state of the art machinery and redesign her dental office structure, process and environment, by providing related trainings, competitive salaries and bonuses to staff for providing hassle free dental services to customers.

Question

1. which of the any four elements of the service marketing mix are addressed in this case? **10M**
2. why do peoples dislike to going to the dentist; do you feel Dr. Beckett has addressed this problem effectively? **10M**

Q.2 Any two from (a) or (b) or (c). 10M

- a) Explain difference between product and services.
- b) Define service and explain types of service sectors.
- c) Explain in detail concept of product.

Q.3 Any two from (a) or (b) or (c). 10M

- a) Explain Significance of customer behaviour.
- b) What is the meaning of customer behaviour explain personal factors Influencing customer behaviour.
- c) Write note on service quality gap model.

Q.4 Any two from (a) or (b) or (c). 10M

- a) Explain Customer complaint handling procedure.
- b) Explain stages of service recovery.
- c) Write a note on dissatisfied customer behaviour.

Q.5 Any two from (a) or (b) or (c). 10M

- a) Discuss the guideline for the effective Service recovery system.

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- b) Write a note on Jay customers.
- c) Explain different strategy improving customer service quality.

Q.6 Any two from (a) or (b) or (c).

10M

- a) write a note on new service Development
- b) Right note on service redesign.
- c) Discuss Peer to peer sharing with examples.

Q.7 Any two from (a) or (b) or (c).

10M

- a) Discuss difficulties in new service development.
- b) Write a note on service marketing triangle.
- C) What are the important Attributes In service quality?