

Services Marketing

MMSMP104

Question Paper Pattern for Semester End Examination (75 Marks)

- There will be Six Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). 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 – MCQs and/ or Case Studies = 20 Marks (**Compulsory**)

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?

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

- a) Discuss concept of product.
- b) Write a note on service classification.
- c) Explain features of service with examples.

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

- a) Write a note on psychological factors Of consumer behaviour.
- b) discuss different member of buying Centre of an organization.
- c) What is the meaning of consumer behaviour explain social factors .

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

- a) Write a note on physical evidence.
- b) Discuss meaning of service marketing and explain its objective.
- c) Explain any 4Ps of service marketing.

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

- a) Discuss components of customer relationship management.
- b) Write a note on effective service failure.
- c) Explain service recovery And why It is crucial.

Q.6 Any two from (a) or (b) or (c). 10

- a) Write a note on service marketing triangle.
- b) What is the meaning of quality? Explain its quality process.
- c) Discuss on peer to peer sharing.

Q.7 Any two from (a) or (b) or (c). 10

- a) What is the meaning of service and explain service redesign.
- b) Explain Importance dimension Of service quality.
- c) what are the different types of New service.

Q.8 Any three from (a) or (b) or (c) or (d) ----- (5x3) = 15 Marks

Write Short note on

- (a) Discuss service Marketing triangle.
- (b) Write a note on quality standard.
- (c) Explain SERVQUAL MODEL?
- (d) Explain what service recovery is and why it is crucial.

Note: A Student has to separately secure minimum 50% marks in the Internal assessments and secure minimum 50% marks in the Semester End Examination in every subject to be declared as Pass.