23701546

Reg No : ....

Name : ....

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Management Science

ELECTIVE - MB810303 - SERVICES MARKETING

2019 Admission Onwards

BA067C16

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What do you mean by information processing services? Give an example.

2. What are the two elements in the post encounter stage of service consumption?

3. What do you mean by competitor analysis?

4. What do you mean by flower of service?

5. Distinguish between high contact and low contact of customers related to designing of service concept.

6. What is service environment?

7. What do you mean by service sabotage?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Distinguish between high contact and low contact services citing suitable examples.

9. An environment visit to selected eco-tourism projects is planned by your Institution. Explain the elements of pre-purchase and service encounter stages in service consumption.

10. Market segmentation is crucial for service firms. Do you agree? Substantiate your answer with examples.

11. Write a brief note on cost-based pricing strategies for services.

12. Outline the typical design elements of a service blueprint with an example.

13. Why should a service recovery strategy be proactive, planned, trained, and empowered?

14. Take any service of your choice and explain the various dimensions of service quality.

<div align="right">(5×6 = 30 Marks)</div>

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. You are planning to visit a lake resort with family during the next vacation. As a customer, briefly outline the components and determinants of service expectations. Can you explain your 'Zone of Tolerance' with respect to your service expectations?

16. Examine the elements of SERVQUAL model for a software development company which develops mobile application for collection of plastic waste in your city. Explain how to measure the service quality by using the elements of the model.

Compulsory Question

17. The State of Kerala has 16.5% of its population as senior citizens in 2021 which is the highest in India. By 2025, about 20% of the Kerala population would turn to this category, as per the Economic Review. The median age of Keralites is around 33 years in 2022. The human developent indices of the State, that are comparable to the developed world, points to the life expectancy of above 75 years. The elderly population is going up in the State and it points out the requirement of old age professional service. The elderly population face many challenges like discrimination based on age, lost sense of purpose, difficulty of undertaking daily tasks, mobility, financial insecurity, and access to healthcare services.

    Assume that you are appointed as a Consultant to a Social Service firm which offers professional old age services at the door-step of the consumers. You are required to develop a service product package for the firm. The product package shall include the core and supplementary services related to old age population. You can use the flower concept of service product to add more value to the core service.

<div align="right">(2×10 = 20 Marks)</div>