Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code :** | **18MS3031** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SERVICES MARKETING** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Illustrate ‘Service Quality Gaps’ concept in the current Indian services marketing context. | CO3 | 20 |
| **(OR)** | | | | |
| 2. | a. | Service design is the first phase of services marketing - Comment. | CO1 | 15 |
| b. | Elucidate the Service Characteristics in Tourism industry perspective. | CO1 | 5 |
|  |  |  |  |  |
| 3. |  | Elucidate new service development cycle with an industry example. | CO4 | 20 |
| **(OR)** | | | | |
| 4. |  | Critically evaluate the Classification schemes of services and explain the Lovelocks classification of service. | CO3 | 20 |
|  |  |  |  |  |
| 5. | a. | Explain the differences between goods and services by elaborating extended marketing mix concept. | CO2 | 10 |
| b. | Brief about the importance of service quality with suitable examples. | CO3 | 10 |
| **(OR)** | | | | |
| 6. | a. | Why is there an increase in need for importance of services? | CO1 | 5 |
| b. | Brief about the nature of services. | CO1 | 5 |
| c. | Explain the services quality measurement scale. | CO5 | 10 |
|  |  |  |  |  |
| 7. | a. | Elucidate in brief about services marketing mix. | CO5 | 15 |
| b. | Brief about the different steps involved in service design. | CO5 | 5 |
| **(OR)** | | | | |
| 8. | a. | Explain the role of STP in telemarketing company. | CO4 | 10 |
| b. | What do you understand by the term service blue print? What are the various steps involved in constructing blueprint? | CO4 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | Tech Mahindra has been one of India’s premier IT Companies with a significant product ( Flexcube) in the market, has seen pricing pressures increase in its service business. Infosys and Wipro have also talked of lower price levels to get orders from their customers in the past year or two. The BPO and call centre firms have seen pricing pressures bring down their hourly rates $15 a year ago, to about $10 in 2018, and an expectation that the fall will continue till it reaches about $5 in the future. |  |  |
| a. | What are the options available to an Indian IT company that is facing pricing pressure? | C02 | 15 |
| b. | What is the likely long term impact on the Industry? Use examples from other goods and service industries to gaze into the crystal ball and predict likely scenarios in 2021 and 2023. | CO3 | 5 |