

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Services Marketing
Program: MBA GEN MKT
Course code: MKTG 8005

Semester: IV
Time: 03 Hours
Max. Marks: 100

SECTION A

(Total 10 marks)

Q.No.		Marks	CO
1	A famous service organization wants to open a big franchisee in your city. What are the factors it should look for taking the decision for it in your city? Explain in detail. [Assume any service industry]	10	3,5

SECTION B

(Total 20 marks)

Q. No.	Short Notes	Marks	CO
	Attempt <u>ALL</u>		
1	Franchising	4	1,2
2	Importance of time in services	4	
3	Internal marketing	4	
4	Pricing of educational services	4	
5	Reasons for growth of the service sector	4	

SECTION-C

(Total 40 marks)

Q. No.	Descriptive Type Questions	Marks	CO
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	Attempt any <u>FIVE</u>		
1	How do you think services differ from goods? Both a product like butter and service like airline are vulnerable of becoming perishable but in different ways. What essential elements differentiate goods from services?	8	3, 4
2	Using examples discuss what is meant by each of the following additional marketing mix elements in services marketing: i. People ii. Process iii. Physical evidence iv. Productivity	8	
3	In what ways is distribution of services different from goods? Identify a few services which can be distributed electronically and discuss the challenges involved in it.	8	
4	Draw a blueprint to depict the delivery of the following services: (i) Hotel (ii) Banking	8	
5	Think about a service organization that retains you as a loyal customer. Why are you loyal to this provider? What are the benefits to you of staying loyal and not switching to another provider? What would it take for you to switch?	8	
6	Suppose you are the marketing manager of an airline company. How will you differentiate between the factors that provide satisfaction and those that imply quality? Is there any distinction at all?	8	
SECTION-D (Total 30 marks)			
Q. No.	Cases (Attempt ALL)	Marks	CO
1	Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be "Absolutely, positively, certain their packages will be there by 10.30 in the morning".	15	4,5

	<p>In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customers' problems,</p> <p>Questions</p> <p>(a) What is PCL's product? What are the tangible and intangible elements of this service product?</p> <p>(b) What are the elements of service quality for a delivery service like PCL?</p> <p>(c) In what way does technology influence PCL's service quality?</p>		
2	<p>The bus service within the X-press Municipal Corporation area was established in 1952 to help city people commute effectively. Since then, population of the city has grown from a mere 3,00,000 to well over 30,00,000 with even a large population living on the outskirts or in the surrounding villages. The growth in population has also resulted in the geographic spread of the city. Problems of road commuting are acute despite the transport company's better efforts. At least 20% of the buses are off the road on any given day due to maintenance problems. The average age of the buses and lack of available funds to replace older buses is a major problem. Shortage of spare parts and components is also an issue. Due to unreliability and low frequency of bus services commuters depend on personal modes of transport like two wheelers and cars. Traffic snarls and pollution, high number of vehicles are all worrying issues for the corporation. Peak times are between 8 a.m. to 11 a.m. and 5 p.m. to 8 p.m. The bus service cannot cope with the peak demand. Despite inability to cope during peak hours the average revenue earned is quite low. The transport is also over-staffed, buses are not clean, no fixed time-table and staff is rude. If the services improve commuters would like to use bus service.</p> <p>If you are appointed General Manager of X-press,</p> <ol style="list-style-type: none"> i. How would you help X-press to become a profitable venture? ii. What are the service related issues you would focus on? 	15	4,5

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SECTION A

(Total 10 marks)

Q. No.		Marks	CO
1	Compare, in brief, <u>each of the following</u> service organizations with its competitors: a. SBI Life Insurance b. Ola Cab	10	3,5

SECTION B

(Total 20 marks)

Q. No.	Short Notes	Marks	CO
	Attempt <u>ALL</u>		
1	Importance of physical evidence in services	4	1,2
2	SERVQUAL	4	
3	Role of Employee in service delivery	4	
4	Internal marketing	4	
5	Service blueprint	4	

SECTION-C

(Total 40 marks)

Q. No.	Descriptive Type Questions	Marks	CO
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	Attempt any FIVE		
1	Discuss the following characteristics of service products in each case indicating the implications of the characteristic for the marketing of service products: i. Inseparability ii. Perishability iii. Variability.	8	3, 4
2	Service firms often face dilemma while deciding on distribution issues. What is their dilemma? Is there any solution that you can suggest?	8	
3	Discuss what you feel to be some of the major implications of adopting a relationship marketing approach for the development of services marketing strategies.	8	
4	Define distribution management in the context of services. Suggest suitable distribution channels for following services. i. Insurance of Automobile products ii. Loan for Automobile products	8	
5	If you were the manager of a service organization and wanted to apply GAP MODEL to improve service, how would you proceed to close gap?	8	
6	With the help of suitable examples, identify and explain the product support services which manufactures can offer to remain competitive/for gaining competitive advantage.	8	

SECTION-D

(Total 30 marks)

Q. No.	Cases (Attempt ALL)	Marks	CO
1	Hair stylist Jawed Habib, who runs a chain of more than 300 salons across India, plans to take his venture global in a strategic partnership with Procter and Gamble, the world's largest consumer goods company. "Our initial thrust will be Europe and we want a big presence in London and Paris", the Chairman and Managing Director said. He said the company plans to open more than 50 salons abroad over the next two years. Habib plans to invest in his first set of salons abroad. He will use the franchisee route to expand. Habib says each salon will need an investment of Rupees 5-6 millions. "The potential is much more in overseas markets, since consumers in matured markets like Europe spend almost 20- 25% of their earning on grooming and beauty as compared	20	4,5

	<p>to some 5% in urban India ," said Habib whose salon chain reported Rupees Five hundred million (50 crore) turnover last year.</p> <ul style="list-style-type: none"> • What are the relative advantages and disadvantages Habib will have through Franchising? • Discuss the importance of customer Retention for the above service offering. 		
2	<p>Critically evaluate the following service guarantee offered by a restaurant for its home delivery services: "30 Minutes delivery Guarantee. 10% discount on next order in case of delayed delivery."</p>	10	