

Code No: **21BA3T4MA**

**II MBA - I Semester Regular / Supplementary Examinations
DECEMBER – 2023**

SERVICE MARKETING

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
 2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
 Each Question carries 2 Marks.
 3. Part-B contains 5 essay questions with an internal choice from each unit.
 Each Question carries 10 marks.
 4. Part-C contains one Case Study for 10 Marks.
 5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Define the concept Relationship Marketing.	L1	CO1
1. b)	Explain the term Customer Loyalty.	L2	CO2
1. c)	Outline the concept of Service Guarantee.	L2	CO3
1. d)	What is Internal Marketing?	L1	CO4
1. e)	Model the marketing planning process.	L3	CO5
1. f)	Examine the term Service Encounter.	L4	CO2
1. g)	Examine any two types of targeting strategies.	L4	CO1
1. h)	Identify the features of Destroyer Pricing strategy.	L3	CO3

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Explain the characteristics of services.	L2	CO1	5 M
	b)	Classify in gist the tangibility spectrum.	L4	CO1	5 M

OR					
3.	a)	Demonstrate the generic differences between goods and services.	L3	CO1	5 M
	b)	Spell the factors influencing the growth the service sector.	L3	CO1	5 M
<u>UNIT – II</u>					
4.	a)	What are the different phases of effective marketing segmentation? Recall each of them by providing an example of a firm that has implemented those approaches.	L1	CO2	5 M
	b)	“Higher education academics should be motivated to research, plan execute market segmentation if the net result (advantage) exceeds what the result would be without such modification and input effort”. Frame a segmentation strategy for higher education academics.	L4	CO2	5 M
OR					
5.	a)	What are positioning platforms? What are the differences between positioning platforms for services and those for tangible products?	L1	CO2	5 M
	b)	Identify and list the errors in positioning of services.	L3	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Demonstrate the key characteristics of pricing in services.	L3	CO3	5 M
	b)	Outline the pricing objectives.	L3	CO3	5 M
OR					
7.	a)	Build the concept of incorporating perceived value into service pricing.	L3	CO3	5 M
	b)	Explain the issues in pricing of services.	L2	CO3	5 M

<u>UNIT – IV</u>					
8.	a)	Appraise the importance of communication and its types.	L4	CO4	5 M
	b)	Discuss the objectives of promotion.	L2	CO4	5 M
OR					
9.	a)	Illustrate the strategies for effective promotion.	L2	CO4	5 M
	b)	Construct the marketing communication mix.	L4	CO4	5 M
<u>UNIT – V</u>					
10.	a)	Analyze the significance of location.	L4	CO5	5 M
	b)	Discuss the various types of channel decision.	L2	CO5	5 M
OR					
11.	a)	Categorize the elements of physical evidence.	L4	CO5	5 M
	b)	Identify the types of physical evidence.	L3	CO5	5 M

PART –C

			BL	CO	Max. Marks
12.	The Pizza Puzzle	George Hansen is General Manager for the Marigold Inn in Augusta, Georgia. Sharon Coombs is Restaurant and Food Services Manager for the Inn. She reports to George. Two years ago, Sharon noticed a decline in room service business, the highest margin portion of her operation. This decline coincided with an increase in the national sales of pizza delivery and carryout firms as well as an increase in the number of empty pizza boxes from these firms being left in guest rooms in the Inn. Her immediate response was to install a pizza oven in the kitchen and offer room service pizza to guests. The effort met with modest success, though it was well below her expectations. Questionnaires completed by departing guests revealed a problem of product quality. Focusing on this problem, Sharon improved the Inn's pizza until blind taste tests judged it at least equal in quality to the products of the two major pizza delivery	L4	CO4 CO3	10 M

<p>competitors in Augusta. Sales did not improve, convincing Sharon that the problem was a perceived mismatch between the hotel's image and guests' expectations of pizza makers. Guests simply did not seem to believe that the traditional steak and seafood restaurant at the Inn could make a high-quality, authentic pizza. Based on this conclusion, Sharon presented the following proposal to George: "Sales of room service pizza are stagnant due to guests' misperception that our product is lower in quality than that of competitors. This misperception is based on the belief that until we disassociate our pizza from the Marigold Inn name. Therefore, to capture more room service pizza business, we should create a 'Napoli Pizza' image for our guest room delivery service by:</p> <ul style="list-style-type: none">• Preparing 'Napoli Pizza' brochures for each guest room, complete with a phone number with a prefix different from that of Marigold Inn. The number will reach a special phone in room service, which will be answered, Napoli Pizza, authentic Italian pizza from old, family recipes.'• Using special 'Napoli Pizza' boxes for delivering room service pizza to guests.• Issuing 'Napoli Pizza' hats and jackets to room service personnel for use in pizza delivery. Room service waiters and waitresses will wear these garments to deliver pizza. They will change to their regular uniforms for other deliveries. <p>Question: How should George respond to this proposal?</p>			
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