

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDRM/PGDBM/PGDMM/PGDBFM

Examination: June 2017
Subject: Services Marketing

Semester: IV
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 18.06.2017

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Identify a few factors that contribute to leading a service product to 'Decline' stage in its product life cycle.
- b) List benefits and challenges of customer participation in service delivery process.
- c) Discuss AIDA model of hierarchy of consumer's response for formulating promotion strategy.
- d) What is service variability and how can its challenges be overcome?

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Characteristics of Successful New Product Development
- b) Comparison of characteristics of Goods and Services
- c) Service Profit Chain Model
- d) What are the decisions to be taken a service firm to choose a distribution channel?
- e) Zone of tolerance

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What is Customer Relationship Analytics? In which areas it can help a Service Organization?
- b) Business Analysis is the fourth step in New Service Product Development process which includes marketing assessment and financial assessment. Give details on information in these analyses.
- c) Draw a Blueprint of a Service Process as an example and explain about the various components of the blueprint.
- d) Discuss in detail the various factors that affect the choice of channel.

- e) Evaluation of the quality of a service encounter will result in either customer satisfaction or dissatisfaction. What are some of the factors that affect customer satisfaction/dissatisfaction and influence a customer's perception about the service?

Q.4) Attempt both the questions

(Marks: 2X10=20)

Hi-Q Housekeeping is an all-women enterprise in Mumbai, which commenced its business in 2005. While it started at a relatively very small scale to cater to housekeeping needs of households, it has grown rapidly to a large outsource with 30% share in entire posh areas of Mumbai. The founder team developed the concept out of empathy with a typical home-maker, who was always struggling with poor quality of service by 'maids' and 'servants'. Hi-Q HK provides various service products suitable to variety of customers. The products are the 'right' blend of cleaning, washing, kitchenwares, gardening and much more. The Company is now taking initiative to grow faster. You are required to propose plans to the Company by answering questions below.

- a) Design the Physical Evidence for Hi-Q to help tangibilizing the intangible service.
b) HiQ HK should make efforts to understand the demand patterns and its capacity constraints to effectively formulate strategies that can match demand and capacity. To match its demand and capacity, there are two options for HiQ HK. It can either opt to shift the demand to meet the capacity or to increase or decrease the capacity to match the demand fluctuations. Give details of your suggestions for shifting demand and changing capacity in both the conditions of demand being higher or lower than capacity.
