

SVKM's NMIMS

NMIMS Global Access – School for Continuing Education

Programme: PGDBM/PGDMM/PGDBFM

June 2013 Examination
Subject: Services Marketing

Semester: IV
Course New
Marks 70

Date: 23.06.2013

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figure in bracket indicates full marks.

Question 1- Attempt any 2 out of 3

(Marks: 2x5=10)

- a) What is the concept of intangibility in services. Illustrate with examples.
- b) What is the concept of inseparability in services. Illustrate with examples.
- c) What is the concept of perishability in services. Illustrate with examples.

Question 2- Write Short Notes on any 2 out of 5

(Marks : 2x5=10)

- a) Consumer behaviour in services
- b) Marketing Research in services
- c) CRM
- d) Servicescapes
- e) Service delivery through intermediaries and service channels

Question 3- Attempt any 3 out of 5

(Marks : 3x10=30)

- a) Illustrate with examples the significance of 'people' in the delivery of services, with examples.
- b) Explain the Gaps Model of Service Quality and its applications , illustrate with examples.
- c) Design the service blue print for any service of your choice.
- d) Illustrate how any 2 service brands have succeeded due to promotional strategies.
- e) Distinguish between products and services on 5 key parameters.

Question 4-

(Marks : 20)

You are the marketing head of an international airline that is launching a new low cost airline service in India. Develop and design the service operations, branding and the integrated services marketing communication strategy to ensure a successful launch in the Indian skies.