

SVKM's NMIMS  
School of Distance Learning

Programme: PGDMM/PGDBM/PGDBFM

Academic Year: 2012-2013  
Subject: Services Marketing

Semester IV  
Course New  
Marks: 70  
Time: 3:00 p.m to 6:00 p.m

Date: 11.1.2013

Final Examination

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3 (Marks: 2x5=10)

- a) Discuss the marketing philosophies of services.
- b) What are the components of CRM?
- c) What are the steps involved in designing a blueprint?

Question (2) Write Short notes on any 2 out of 5 (Marks: 2x5=10)

- a) Horizontal conflict
- b) Direct Marketing
- c) Competitor based pricing
- d) Service quality issues
- e) Lifetime value of a customer

Question (3) Attempt any 3 out of 5 (Marks: 3x10= 30)

- a) Explain how intangibility poses problems in measurement of service quality. Give examples.
- b) What are the factors affecting the decision-making process of services?
- c) Analyse the scope of marketing research in services.
- d) Discuss Theodore Levitt's Product theory.
- e) Explain using example the steps to be taken to build service brands.

Question (4) Answer both the questions (Marks: 20)

- a) Give example of any two services and explain the customer gap.
- b) Explain using an example how personal selling is an effective tool of persuasion in areas where the customer has difficulty in comprehending the service product.