

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

Programme : PGDBM/PGDMM/PGDBFM

Academic year: 2013 – 2014
Subject: Services Marketing

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

Date: 22.12.2013

Instructions:

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

Q.1) Write short notes on (Any 2 out of 4)

(Marks: 2X5=10)

- a) What is the concept of perishability in services, illustrate with examples.
- b) What is the concept of inseparability in services, illustrate with examples.
- c) What is the concept of intangibility in services, illustrate with examples.
- d) What are components of customer relationship management in services?

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

(Marks: 2X5=10)

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

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

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

Q.4)

(20 marks)

You are the marketing head of an international mall chain that is launching malls in urban India. Develop and design the service operations, branding and the integrated services marketing communication strategy to ensure a successful launch in India.
