

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM / PGDBM/PGDBFM

Academic year: 2011 – 2012

Semester: IV

Subject: Services Marketing

Course New

Marks 70

Date: 05.01. 2012

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

**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. Figure in brackets indicates full marks.

**Q.1. Answer any Two out of Four:** (10 Marks)

- a. How to manage the implications of 'perishability' in services marketing?
- b. Discuss the growing relevance of services in Indian economy.
- c. Explain the concept of Service-profit Chain Model.
- d. How to manage channel conflicts?

**Q.2 Write Short Notes on any Two out of five:** (10 Marks)

- a. Customer relationship management in services.
- b. Branding of service product.
- c. Designing Servicescapes.
- d. Price Skimming Strategy.
- e. Services Marketing Triangle.

**Q.3. Attempt any Three out of the five:** (30 Marks)

- a. Explain the different factors influencing customer buying behavior.
- b. Discuss the various roles most likely to be performed by the employees in a bank.
- c. How to develop an integrated communication programme for promoting services.
- d. You are the marketing manger of a health care firm. What would you do to manage excess demand if you have capacity constraints which you cannot change?
- e. Explain five dimensions of service quality with suitable examples.

Q4. Case Study:

(20)

The success of the package holiday firm Club Med is becoming a household name in the holiday business. Everyone at Club Med, from CEO to the kitchen porter, is committed to the ideal of customer satisfaction through every element of the package. Every member of the staff is aware that guests are coming to experience a combination of the resort location, the excellent facilities and the all-important element of personal interaction. Guests come for a total experience- not just to have a few days away from home and work.

Club Med's success can be attributed to the creative inclusive packages it has developed-all combining the basic mix of location, facilities and personal interaction. A typical Club Med inclusive package is comprised of three meals a day, beer, or wine with lunch and dinner a swimming pool and gymnasium, sailing, kayaking, snorkeling, tennis, water exercise, rock climbing, archery, aerobics, volleyball, basket ball, table tennis, billiards, picnics, evening entertainment and dancing a night club and conference facilities.

Club Med offers different holiday plans- budget plan, a moderate plan, and a deluxe plan-from which customers can choose in accordance with their expectations and expenditure. Within these categories they offer various packages primarily for couples, packages primarily for singles, and packages for families. The family package incorporates sub packages selected by parents for their children according to age-kids club, Petit Club, Mini Club and Baby/Nursery Club.

In the 1970s and 1980s Club Med was in vogue as 'the' holiday destination for many single people in Europe. As these customers grow older, got married and began having children, their needs changed. In response, Club Med extended its services and packages- thereby successfully maintaining the loyalty of its original customers for many years.

Questions:

- a. What do you mean by product mix? Explain with the help of illustration, the product/ services offered by Club Med. (7)
- b. What are different bases of market segmentation? Explain the market segmentation of Club Med? (7)
- c. Explain the importance of team work in leisure sector. (6)