

SVKM's NMIMS
School of Distance Learning

Programme: FGDMM/PGDBM/PGDBFM

Academic Year: 2012-2013
Subject: Services Marketing

Semester IV
Course New
Marks: 70

Date: 16.7.2012

Time: 3:00pm to 6:00pm

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) What are the buying situations faced by the consumer?
- b) What are the benefits of blueprinting?
- c) How can you alter capacity of your firm to meet demand?

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

- a) Data mining
- b) Vertical conflict
- c) Word of mouth promotion
- d) Demand based pricing
- e) Managing waiting lines

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

- a) Discuss using examples differences between service and product marketing.
- b) Discuss the purchase process for services.
- c) Discuss the factors affecting customer perceptions.
- d) Determine the role of marketing research in a service firm.
- e) What are the different roles played by internal customers?

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

- a) Critically assess the usefulness of the Gap model for measuring quality in the hospitality industry.
- b) Suppose you are the marketing manager of an airline company. How will you manage the customer service expectation of your airlines?