

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSM

Examination: June 2015
Subject: Services Marketing

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

Date: 23.06.2015

Instructions:

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

1. Attempt any 2 out of 4

Marks: 2*5=10

- a) Product-service Continuum
- b) Buying situation
- c) Satisfaction or Dissatisfaction in Service Encounters
- d) Components of CRM

2. Write short notes on any 2 out of 5

Marks: 2*5=10

- a) Lifetime Value of a Customer
- b) Product life cycle
- c) Managing Demand and Capacity
- d) Direct marketing in services
- e) Price Skimming Strategy

3. Attempt any 3 out of 5

Marks: 3*10=30

- a) Explain various factors affecting decision making process of services
- b) Why is it so important for any service firm to understand the customer perceptions and what can you do to ascertain customer perceptions about your service?
- c) Explain service blue print and steps in designing service blueprinting.
- d) Explain the process of designing effective distribution channel in services.
- e) Explain GAP model of service quality.

4. Attempt both the Question

Marks: 2*10=20

- a) What are service characteristics and how marketers overcome these service characteristics, explain with the help examples?
- b) Suppose you are the marketing manager of a telecom service provider company. How will you manage the customer service expectation of your company?

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