

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

Programme: PGDRM/PGDBM/PGDMM/PGDBFM

Examination: June 2015  
Subject: Services Marketing

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

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Instructions:

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