

**SVKM's NMIMS**

**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: DSM

Examination: December 2015

Subject: Services Marketing

Date: 22.12.2015

Semester: II

Course : New

Marks : 70

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

**Instructions:**

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

**Q.1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a) Factors influencing customer expectations from services
- b) Use of internet in distribution of services
- c) Service-profit chain model
- d) Perishable nature of services

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

**(Marks: 2X5=10)**

- a) Role of Internal customers in service delivery
- b) Guidelines for designing promotional communication for services
- c) Service recovery strategies
- d) GAP model of service quality
- e) Service philosophy

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) What is a service blueprint? How is it designed? What are its components?
- b) Pricing of services is not only a crucial but also a tactical decision. Comment on this statement by highlighting the different types of pricing strategies and the cases wherein each one is used. Support your answer with suitable examples
- c) Services require adopting two fold strategy, 'Altering demand to meet capacity and altering capacity to meet demand'. Explain these two strategies adopted by service firms
- d) A service customer tends to show more brand loyalty and commitment as compared to a product customer. Comment on the statement.
- e) Service sector is assuming a lot of importance and has an important role to play in the development of a transitional economy like India. Comment on the statement.

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

a) Purchase of services is quite different from purchase of products. With the help of purchase process of services and the factors that affect purchase of services, outline the difference between the purchase pattern of products & services. Quote suitable examples to substantiate your answer.

b) Research indicates that service marketing requires a lot of customer interaction and involvement. This sector mainly earns profit from customer retention or in other words customer loyalty towards service brands. 'Relationship marketing' surely plays a significant role in customer retention. Assume that you have been appointed as a relationship manager with a bank that has recently entered into the field of corporate banking. Its image in retail banking is quiet impressive and now the bank wants to leverage that image in this new market. What suggestions would you give the marketing department for designing the relationship strategy for corporate clients?

\*\*\*\*\*