

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

Programme: PGDRM/PGDBM/PGDMM/PGDBFM

Examination: June 2016
Subject: Services Marketing

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

Date: 21.06.2016

Instructions:

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

Q.1) Write short notes (Any 2 out of 4) (Marks: 2X5=10)

- a) Services Marketing.
- b) Classification of Services.
- c) Factors affecting decision-making process of services,
- d) Service personnel.

Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)

- a) CRM components
- b) CRM business cycle
- c) Signage
- d) Role of internal customers in service delivery
- e) Types of channel intermediaries

Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)

- a) What are the prime factors affecting the choice of channels ? Justify your answer.
Cite current examples
- b) You are a director of an FMCG firm, and required to use internet for distribution of goods to the target customers. What are the distribution strategies you will formulate for the company ?
- c) Explain the factors influencing Word of Mouth Advertising ? As a marketing head of JW Marriot Group of Hotels, what will be your major role in engaging consumers ? Illustrate with contemporary examples.
- d) Evaluate significant factors and formulate customized promotion mix. Identify the conventional and contemporary tools utilized to appeal or interest the online consumers. Be specific.
- e) As a CEO of Flipkart company you are concerned about improving the online sales and engage the target audience to encourage repeat purchase. What type of pricing strategies you would craft for the company ?

Q.4) Attempt both the questions.

(Marks: 2X10=20)

- a) Travel agencies are losing business to passengers booking their flights directly on airline websites. As a consultant what service recovery strategies you would recommend to the business ?
- b) What is the future of services sector in the digital era. Cite current examples.
