

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

Programme: PGDRM/PGDBM/PGDMM/PGDBFM

Examination: December 2016

Subject: Services Marketing

Date: 17.12.2016

Semester: IV

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) What do you understand of critical problem solving buying situation?
- b) Customer service expectations can be measured along five dimensions of service quality. Which are those dimensions?
- c) Enumerate on the components of CRM.
- d) Differentiate between Rapid and Slow Skimming strategies.

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

(Marks: 2X5=10)

- a) Isolates
- b) C2C
- c) Advertising Vs PR
- d) Mark-up pricing
- e) Share of Services sector in the Indian economy

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the Gap Model of Service Quality.
- b) How can an organization alter capacity to meet demand?
- c) Elaborate on the various types of Competitor-based pricing.
- d) What do you understand by Intermediaries? Why should service firms use Intermediaries?
- e) What is a Service Blueprint? What are its benefits?

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Describe the process of New Product/Service Development.
- b) What is CRM? Explain the CRM Business cycle?
