

Code No: MB1343/R13**MBA IV Semester Supplementary Examinations, April-2018****SERVICES MARKETING****Time: 3 Hours****Max. Marks: 60**

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Explain the difference between goods and services. | 4 M |
| b | Discuss the role of services Industry in modern economy. | 8 M |
| 2. a | What is Customer Relationship Management? | 3 M |
| b | “Maintaining Good Customer relationship is essential for customer satisfaction and customer delight” why or why not? Justify with your answer. | 9 M |
| 3. a | What is customer portfolio? | 3 M |
| b | How do you select the appropriate customer portfolio? Explain. | 9 M |
| 4. a | What are the main approaches adopted while pricing the services? | 6 M |
| b | Explain the factors affecting pricing decision of services. | 6 M |
| 5. | Explain the following. | |
| a | Servicescape | 4 M |
| b | Cyber space | 4 M |
| c | Customer Loyalty | 4 M |
| 6. a | What is physical evidence? | 3 M |
| b | Explain the importance of physical evidence role in services marketing. | 9 M |
| 7. a | Who are intermediaries in services marketing? Why they are important? | 5 M |
| b | Explain the role of intermediaries in services marketing. | 7 M |
| 8. | Assume you manage a movie theatre in a cosmopolitan city. | 12 M |
| i) | Explain the underlying pattern of demand fluctuations likely to occur at the theatre and the challenges it would present to you as a manager. Is the pattern of demand predictable or random? | |
| ii) | Explain demand-oriented and capacity-oriented strategies you would undertake to smoothen the peak and valleys of demand. | |
| iii) | Explain the importance of physical evidence for a movie theatre. | |
