

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 06

PIT MBA (Sem.-3)
SERVICES MARKETING
Subject Code : MBA-312
Paper ID : [51202]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTIONS-B** consists of **FOUR** questions each carrying **TEN** marks each and student has to attempt **ALL** questions.
3. **SECTION-C** is consist of **ONE** Case Study carrying **EIGHT** marks.
4. **All Questions are Compulsory.**

SECTION-A**1. Write short notes on :**

- a) Goods vs. Services.
- b) Importance of service sector in our economy.
- c) Meaning of SERVQUAL.
- d) Importance of service quality.
- e) Employee relationship management.
- f) Self-service technologies.

SECTION-B

2. *“Classification of services into various categories will provide an insight to managers to deal with diversity of services.”* Write about the various ways in which services can be classified.

3. What do you understand by the term customer expectation of services? Explain in detail the factors that influence the expectations of customers for services.
4. Write notes on :
 - a) Strategies for enhancing customers' participation.
 - b) Types of customer complaint actions.
5. What is service marketing mix? Explain in detail the marketing mix for services by taking a suitable example.

SECTION-C

6. Case study: Read the case and answer the following questions :

Premier Courier Ltd. Premier Courier Ltd. (PCL) is an innovative overnight delivery company that helped change the way companies do business. It was the first company to offer an overnight delivery system, but the company markets more than just a delivery service. What PCL really sells is on-time reliability. The company markets risk reduction and provides the confidence that people shipping packages will be "*Absolutely, positively, certain their packages will be there by 10.30 in the morning*". In fact, PCL sells even more than reliable delivery. It designs tracking and inventory management systems for many large companies. In other words, its customers buy more than just delivery service they buy a solution to their distribution problems. For example, a warehouse designed and operated by PCL is part of the distribution centre for a very large computer firm. In other organisations, customers can place an order for inventory as late as midnight, and the marketer, because of PCL's help, can guarantee delivery by the next morning. PCL has positioned itself as a company with a service that solves its customer's problems. Questions:

Questions :

- a) What is PCL's product? What are the tangible and intangible elements of this service product?
- b) What are the elements of service quality for a delivery service like PCL?
- c) In what way does technology influence PCL's service quality?