

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– IV EXAMINATION – WINTER 2020****Subject Code:4549212****Date:05/01/2021****Subject Name:Specialization-Marketing_Services Marketing (SM)****Time:02:00 PM TO 04.00 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

Q. No.	Question Text and Description	Marks
Q.1	(a) State the P's of Services Marketing	06
(a)	(b) What is the concept of procedural justice in complaint handling?	
	(c) Identify the different queuing configurations.	
(b)	(a) What is the concept of public relations used by services firms	06
	(b) What are the four focus strategies.	
	(c) Explain who is a jay customer .	
Q.2	(a) Explain the characteristics of services and How are they different from goods?	06
	(b) Explain the 'Flower of Service' concept in used in any industry of your choice.	06
Q.3	(a) "The front line is crucially important for the success of a service firm".Discuss	06
	(b) Explain the term "Zone Of Tolerance (ZOT)"? Discuss its importance in service marketing. Also relate & elaborate the concept with service provided by any Multicuisine restaurantof your choice	06
Q.4	(a) Discuss the Gaps involved in the service delivery according to GAP model.	06
	(b) Discuss "Yield Management". Relate this price phenomenon with the Airline industry	06
Q.5	(a) Why is demand and capacity management particularly significant in a service setting?Explain the demand variations	06
	(b) Take example of any service industry; draw and explain its services blue print by showing its various components and tasks.	06
Q.6	(a) Explain the role of signs,symbols and artifacts in servicescape	06
	(b) Discuss the five dimensions of service quality with respect to any multiplex/bank of your choice.	06

Q.7

CASE STUDY:

An innovative service product launched in 2012 by Educational University is the e-MEP (Management Education Programme) for working executives launched through the electronic classroom . In partnership with Communications India Ltd, 40 classrooms were set up (the number continues to expand) in eighteen Indian cities, where students ‘attend’ classes and ‘talk’ to professors in real time, without leaving their city. The classes are as lively as real ones, with a lot of questions being answered , presentations done by students and quizzes being conducted. Students can also send in emails if they are more comfortable with those, but may prefer to ‘talk’ through microphones provided to every student. The professors’ presentation slides are visible on one window of the computer and the professor is visible in another window of a student’s computer. Other facilities include archives to access material from missed classes and contact classes at Educational University ’s new state-of-art campus.

No wonder then, that the feedback from the first batch of e-MEP has been very positive with a lot of suggestions coming in to improve upon an already good product. Many of the suggestions are in the process of being implemented and the Indian students who cannot go to a regular MBA programme for various reasons, will continue to benefit from a world class innovative certificate programme in Management. Structured over two terms, students have to take 11 courses in each term, covering all functional areas of management including a course on strategic management and another on competitive strategy . The programme is about a year long with two terms of about six months each. Classes are held two days a week in the evenings at the candidate’s own city’s study centre. Several innovations characterize this programme .It has since been imitated by other B-Schools, thus proving that it is an untapped market segment which had a felt need, which is being satisfied through this innovative ‘service product’

- (a) Identify the current and potential marketing mix in the case. **5.5**
- (b) What are the various service guarantees in this service product that would attract more and more aspirant student professional every year? **5.5**

OR

- Q.7** (a) Identify the probable problems in this programme .How could this programme be improved by using the Services concept that you have studied so far? **5.5**
- (b) The service product talked about in this case is more or less a standardized service product. What customization could be developed as part of the service offering to add to broadening the student base. **5.5**
