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Paper Code : MM 404/MM404 SERVICE MARKETING

UPID : 004679

Time Allotted : 3 Hours

Full Marks : 70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[1 x 10 = 10]

- (I) In Service Marketing IMC stands for _____
- (II) Branding of services becomes difficult ,because they are _____
- (III) Who is the author of 'Competitive Strategy, Competitive Advantage'?
- (IV) Service firms often find themselves in a three-cornered fight among engineering, production and _____
- (V) Services are _____ as they can not be touched or seen
- (VI) _____ is a diagrammatic technique used by asset marketers that attempts to visually display the perceptions of customers or potential customers
- (VII) Positive confirmation is when the service provided was _____ than expected.
- (VIII) The extended marketing mix for services includes: People, Processes and _____
- (IX) The process of dividing a market into distinct sub-sets of consumers distinguished from one another, with common needs or characteristics can be defined as _____
- (X) Intangibility, perishability, inseparability, and variability are the characteristics of _____
- (XI) _____ strategy is concerned with creating, communicating and maintaining distinctive differences.
- (XII) The primary role of a service firms for customer in communication mix is to

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. Differentiate between Goods and Services. [5]
3. Briefly explain the benefits of customer retention [5]
4. Explain zone of tolerance with example [5]
5. Explain in detail the impact of technology in services [5]
6. Describe the principles of CRM. [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. (a) What is meant by search, experience and credence attributes ? [8]
(b) How do they influence consumer Behaviour? [7]
8. (a) Describe the Components of Services. [7]
(b) Elucidate the reasons for the growth of services in India [8]
9. (a) What is servicescape? What are the elements of servicescape? [8]
(b) Explain how it can influence a customer ? [7]
10. Discuss Segmentation, Targeting and Positioning of Service Market [15]
11. Study the case given below and answer the questions given at the end. [15]

ABC Gym began operations in 1995 in a large city. The company's objective was to meet the fitness needs of a diverse clientele, from the professional body builder to the overweight person,

ABC Gym's pricing plan was to have a fitness facility that targeted the common person - a fitness facility that was not on the high end or the low end, but in the middle price range. In the beginning it planned to challenge the price of the top-of-the-line facilities. It offered its services in big spacious centre in a high-traffic area, a part of city that was becoming gentrified. There was little competition in the area. The establishment's large space, with natural light coming in, set it apart from competitors.

The company expected its members to come from other clubs and facilities not only in the immediate neighborhood, but all around the city. It saw its trade area as the neighborhoods within an 8-10 minute drive.

The company decided to begin by marketing its product to people who were already working out but wanted something unique. When the company opened its fitness facility, consumers readily accepted it. ABC GYM membership far exceeded expectations. It now has 3,000 members. As many as 2,000 people come on a given day.

For years ABC GYM had few serious competitors. In the city, permits are required to open a gym and thus are an obstacle to potential competitors. And the cost of opening a 35,000-square-foot facility is an additional barrier to entry,

Questions:

- a) Was ABC GYM's pricing plan appropriate in a market where there was a relatively low supply of services?
- b) Suppose the company learns that two new competitors plan to open fitness facilities within a mile of ABC GYM. How might the increased supply of services affect ABC GYM's pricing policy?

*** END OF PAPER ***