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Code: 17MBA3006

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

II MBA III Semester Regular Examinations, NOVEMBER, 2018
SERVICE MARKETING

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1. For discussion the need (at least Six - 6 Marks) and importance of Service sector in Indian economy with suitable examples. (at least Six - 6 Marks) 12M
2. Briefly explain about different elements of Services Marketing Mix (Allocate 12 marks for all 7Ps of Services Marketing) 12M
3. Discuss about different types of complainers (6 Marks) and explain service recovery strategies (at least Six - 6 Marks) 12M
4. Write briefly about Employee's (6 Marks) as well as customer's roles (6 Marks) in service delivery process to achieve service excellence. 12M
5. List the factors (At least Six) that impact the service pricing decision (6 Marks) and For explanation how service firms can use the concepts of differential pricing (3 Marks) and price bundling (3 Marks) 12M
6. List out (At least Six) the different channel partners in service distribution system (6 Marks) and discuss the need (3 Marks) and importance (3 Marks) of electronic channels in services marketing. 12M
7. What are the elements of Marketing communication mix? (6 marks for promotional mix elements) And write the need (3 Marks) and importance (3 Marks) of branding services? 12M

8. **CASE STUDY:**

[12M]

The welcome groups own a chain of 25 hotels located in different parts of the country. In recent years, it has been expanding the chain by setting up new hotels. When there were only a few hotels the Managing Director of the Welcome group used to personally visit them with a view to ensuring that they provided high quality of food and service to their customer. But now he finds that with so many hurdles it's extremely difficult to visit each and every hotel. At the same time he needs some mechanism to ensure that hotels of the chain continue to provide high quality service. The managing director has discussed the problem with senior officials of the company of the company as a result of this discussion he finds that.

Option 1. A suitable questionnaire may be designed and the same design may be given during their stay in hotels. They may be requested to return the filled in questionnaire at the reception counter while leaving hotel.

Option 2. A suitable questionnaire may be designed and the same may be posted to their homes soon after they reached there with the request that those be returned duly filled in by post.

Option 3. A trained interviewer may be appointed on temporary basis. He could visit different hotels with giving prior intimation of his visits. In each he visits, he may personally interview selected guests seek their opinion on the quality of food and service in the hotel and their suggestions, if any, for improvement.

Option 4. The service of marketing research firm may be hired. It may be asked to conduct a suitable study based on say, telephone interviews of a random sample of guests from each hotel and to submit its report to managing director.

Question:

1. Discuss the relative merits of these options, indicating which one you would adopt if you were the Managing sector and why?

Award of Marks:

1. Case description process – 4 Marks
2. For discussion of merits and demerits of these 'Four' options (6 Marks)
3. For selection and explanation of the option which he opted (2 Marks)