

# AR17

**Code: 17MBA3006**

**SET-I**

**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. Discuss the reasons for the growth of Service sector in Indian Economy 12
2. Briefly explain the 'Gap Model of Service Quality' and identify the causes of the gaps. What strategies would you suggest for reducing these gaps? 12
3. Explain different causes for service failures and write briefly about service recovery strategies. 12
4. Discuss the stages in new service development process. 12
5. List the factors that impact the service pricing decision and explain how service firms can use the concepts of differential pricing and price bundling 12
6. Explain different strategies to build customer oriented service minded workforce in an organization. 12
7. Describe different service demand situations and explain different strategies to manage the demand at different situations. 12

Hard castle Restaurants Pvt. Ltd. (HRPL) has a Master Franchisee relationship with McDonald's Corporation USA and has rights to own & operate McDonald's restaurants in India's west and south markets since its inception in 1996.

HRPL is a direct subsidiary of West life Development Limited (WDL), a company listed on the Bombay Stock Exchange (BSE: 505533) with a focus on putting up and operating Quick Service Restaurants (QSR) in India and currently operates McDonald's through 252 restaurants (as of 31 December 2016) across 34 cities and 10 states in west and south India with a daily inflow of 500,000 customers.

It plans to add more outlets by the end of 2020. As per the Informal Eating Out (IEO) survey involving the survey of branded food chains in India, conducted by ACNielsen, McDonald's was found to be the leader in fast food chains. Many factors can be attributed to the success of McDonald's Indian operations.

Question:

1. The services marketing mix consists of three additional elements apart from the traditional marketing mix. How McDonald was able to utilize these additional three elements to market its services in India?