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Shree Damodar College of Commerce & Economics, Margao-Goa

Post-Graduate Department of Commerce (M. Com)

M.Com Part-II, Semester-IV, Semester End Examination, Repeat November 2023

(Business Management)

COO441: Services Marketing (OA - 18A)

Duration: 3 Hours

Max Marks: 60

Instructions:

1. This paper consists of **NINE** questions carrying *Equal marks*.
2. Question No.1 consists of **5 Compulsory** questions of 2 marks each.
3. Answer **any FIVE** questions from question 2,3,4,5,6,7,8 and 9.
4. Each question carries **10 marks**. Figures to the **right** indicate marks.

Q.1. Answer the Following Questions:

(5X2=10)

- a. Describe Remote Encounters with the help of an example.
- b. What is the Service focused Strategy for Competitive Advantage?
- c. Highlight ways through which companies can provide Extraordinary Services to achieve Maximum Customer satisfaction.
- d. What are the various steps involved in Service Recovery?
- e. Write a short note on Consultancy Marketing.

Q.2. Technical advances are providing new possibilities as well as solutions to many different Customer Needs. In light of this statement Elaborate the role of Technology in Service Marketing.

(10)

Q.3.A. Services are by and large activities or they are series of activities rather than things. Explain with the help of examples the nature of services. (5)

B. The growing consumer demand for more services has brought forth and accelerated effort on the part of marketing giants to satisfy these needs and to increase their own customer base and to ultimately increase profits and more importantly to stay alive in competition. In light of this statement, what should be the major objectives of Services Marketing? (5)

Q.4.A. Customer expectation is an assumption in deciding the purchase whereas customer perception is an interpretation of collective information after purchase. Illustrate and discuss the types of Customer Expectations and various stages of Customer Perception. (6)

B. The price policies for service marketers should be on the lines of those used throughout the general field of marketing. Examine the basis for Pricing Services. (4)

Q.5. Segmentation, targeting, and positioning (STP) is a marketing model that redefines whom the marketer markets the Service product to, and how. It makes marketing communications more focused, relevant, and personalized for customers. Discuss briefly the Process of undertaking a successful Segmentation, Targeting and Positioning strategy and its significance for a Service Organization. (10)

Q.6. Illustrate the SERVQUAL model and briefly discuss and highlight the Gaps in Service Quality and the cause for such gaps. (10)

Q.7.A. A successful customer education program can significantly impact the business performance. Discuss how the educational role is important in services marketing. (5)

B. HRM Practices of an Organization play a significant Role in maintaining and enhancing service Quality. (5)

Q.8. The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design. Discuss with examples the Service Marketing mix of the Electricity Sector. (10)

Q.9. Discuss the Significance of service marketing in improving the performance and Competitive edge of the following service Sectors at the Global level:

Roll No.: _____

A. Tourism Sector

B. Education Sector

C. Insurance Sector

(10)

******ALL THE BEST******