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Total No. of Printed Pages: 2

Total No. of Questions: [10]

MBA (Semester 4th)
SERVICES MARKETING
Subject Code: MBADD4421
Paper ID: [20260171]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A consists of 10 compulsory short notes of two marks each.
2. Section B consists of Four Units (Unit – I, II, III & IV). Each unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

Section – A

(2 marks each)

Q1. Attempt the following:

- a. Define service economy.
- b. What are the unique characteristics of services?
- c. Define customer perception of service.
- d. Challenges of service design.
- e. What is service blueprint?
- f. Define concept of customer citizen behaviour.
- g. Define service culture.
- h. What is service marketing triangle?
- i. Explain components of service marketing communication strategy.
- j. Explain the need of new service development.

Section – B

(8 marks each)

UNIT-I

Q2. Write about evolution and growth of Service sector in India.

Q3. Describe various elements of Service marketing mix with examples.

UNIT-II

Q4. What is service recovery and explain the service recovery strategies.

Q5. Outline the importance of physical evidence and the Servicescape in service marketing with examples.

UNIT-III

Q6. What are the Important Intermediaries in the service sector? Explain the various strategies for effective delivery of services through intermediaries?

Q7. Explain the role and importance of employees and customers in delivering and performing quality services.

UNIT-IV

Q8. Identify the various gaps that can exist in the Service quality. Suggest suitable prescription to reduce such gaps.

Q9. What factors should be kept in mind while deciding about the price of a service. Suggest pricing strategies with examples.

Section – C

(8 marks)

Q10. Case Study: Read the case and answer questions based on it:

Mountain heights is a four star hotel located at a green lush and forested area on the national highway to Manali. Tourists from all over the world stay there to have an eagle's eye view of the valley and enjoy the stay there. The Mountain heights is also known for the best services but has undergone a trauma of complaints for the last one year, even to the extent of facing complaints/suits in the consumer courts.

For the last one year, the hotel was housing International conferences, normal visitors across the globe and general public of the local area. Means, the hotel became a place where massive booking was for group of customers with varied interests and the hotel management started concentrating more on the group customers. In achieving their objective for high revenue generation, they started giving advertisements for their hotel as an avenue of International conferences and attracting group customers.

In the best of above, the hotel could not give attention to the general public and tourists as much as they were giving earlier.

In the mid of the last year, a company named Galaxy private limited organized a conference in the Mountain heights where the booking was for 200 professionals and the conference hall was to be free for 24 hours as per the contract for three days. But, the hotel authorities did not spare the conference hall for 24 hours and tried to accommodate some of the tourists in the rooms where professionals for the conference were earmarked. This chaos put the conference organizers into a great embarrassment. And ultimately they decided to lodge a complaint in the consumer court as the hotel authorities were unable to convince and handle their complaint to their satisfaction level which all in all led to negative publicity.

In another incident, a foreign tourist was found dead in one of the rooms of the hotel that led to finger pointing on the security aspects, however, hotel management was successful in convincing that state government that the customer died due to suicide and it was nothing of security failures or otherwise.

In the month of December last year, the manager of the Mountain heights was alleged in the case of stealing valuable belongings of the customer but the hotel was able to get out of this because of sound and healthy relationship with the political leaders.

The Manager of the Mountain heights has been trying to come out of the complaint trauma and to improve the image of the hotel. The manager has given several open interviews to the media persons and has a number of times pleaded in the newspapers that his hotel was giving and would continue giving best quality services as earlier one but the Mountain heights is unable to revive its image.

Last month, the manager has also gone for the rigorous advertisements in the newspapers and has regretted for the incidents that took place in the hotel and inconvenience to the customers. To the effect, in the first week of this month the hotel had sufficient number of customers.

Questions:

- a) Study the above case of Mountain heights and list major flaws that hotel management ignored in handling complaint management with ease.
- b) Design and formulate recovery package for Mountain Heights and suitable complaint management module to handle such problems in future.