

2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

M.B.A. (SEMESTER – 3TH / 4TH)
SERVICES MARKETING

Time : 03 Hours
Maximum Marks : 75

Instruction to Candidates:

- 1) Section-A is compulsory.
- 2) Attempt any Nine questions from Section-B.

Section - A

Q1) (15 × 2 = 30)

- a) Two differences in marketing of goods and services.
- b) Evaluation of services alternatives.
- c) Customer expectation.

- d) Service failure and recovery.
- e) Front end planning.
- f) Marketing research.

- g) Physical evidence.
- h) Service triangle.
- i) Time capacity.

- j) Franchising.
- k) Capacity management in service sector.
- l) Effective services advertising.

- m) Customer expectation.
- n) Skimming pricing.
- o) Customer retention.

Section - B

(9 × 5 = 45)

Q2) For what type of services consumer depends upon mass communication source of information in the purchase decision?

Q3) Name three high technology services that the consumer resisted in the early stages of introduction but than accepted and used.

Q4) Consider a small business preparing to buy a computer system. Which of the influences on customer expectations do you believe will be pivotal? Which factors will have the most influence?

Q5) Explain the recovery paradox and discuss its implications for a service firm manager.

Q6) Assume that you are a multi product service company that wants top grow through adding new services. Describe a logical process you might use to introduce a new service in the market place.

Q7) If you were the manager of a service organization and wanted to apply the gap model to improve the service, which gap would you start with? Why? In what order would you proceed to close the gaps?

Q8) Why are both customers and employees in the framework for understanding servicescape effect on behaviour? What type of behaviour is influenced by servicescape?

Q9) Why are service employees critical to the success of a service organization?

Q10) Describe the three basic waiting line strategies.

Q11) What are the most effective Internet advertisements that you have seen? Why are they effective?

Q12) For what consumer services do you have reference prices? What makes these services different from the ones that lack reference prices?

Q13) What is ROQ model? What is its significance?