PG Even Semester Examination, May 2025

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: MM-04

(Services Marketing)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. Discuss whether consumer behaviour for services is different from consumer behaviour for products? Explain the three phases of consumer buying process in service marketing. 14

Or

2. (a) Explain what do you mean by service expectation. 5

   (b) Define what do you mean by service encounter. 4

   (c) Discuss the servuction system in service marketing. 5

3. (a) Define what is service pricing. Explain the characteristics of service pricing. 2+6

   (b) Highlight the concept of service-scape in services. 6

McDolands was able to utilize these additional three elements to market its services? 7

2. The proliferation of western fast-food chains such as McDolands Pizza hut, subway and Dominos in the Indian market has only been a recent phenomenon. What are the reasons that have contributed to the increased popularity of western fast food chains in India? 7

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Or

4. (a) Discuss the role of physical evidence in services. 7

   (b) Explain in brief the role of branding in services. 7

5. (a) Write notes on any two of the following:

   (i) Balking

   (ii) Reneging

   (iii) Jockeying 4+4

   (b) Explain the different queuing models in waiting lines in services. 6

Or

6. Discuss how you can effectively deliver services? Explain the strategies for matching capacity and demand in services. 2+6

7. Case Study :

   Inox tries to provide the best services along with the common facilities in multiplex industries. Customers also get their tickets at their door steps by booking them online. Besides, Inox provides the option of booking tickets through SMS. The tickets are priced at a premium ranging from Rs.100 to Rs. 200 for three 8 eating level, Executive club and Royale. The company adopts a flexi pricing models where ticket prices vary depending on the demand of the movie and the timing of the show. For example tickets formorming show are priced lower than those for evening.

   Questions :

   1. How will the supplementary services help INOX in attracting customers and increasing its revenue. 7

   2. Setting up world class theaters require huge investments in land, building, machinery and manpower. How can a multiplex leverage on these assets to provide value added service and promote them to movie viewers? 7

8. Case Study

   To maintain the service standards McDonalds has made it mandatory for personal to undergo periodic training programme. The case principles of McDonalds that are, Quality, Service, Cleanliness and Value, guide its training programs. The company's highly structured training programme are conducted at four levels, crew development program, restaurant management program, mid-management program and executive development program. The training is conducted in each restaurant. Crew members are given on the job and off the job training. The next level of training is management development programs. This training program is devised for the employees in the restaurant management team. The program ranges from basic level to the advanced level.

   Questions :

   1. The service marketing mix consists of three additional elements like people, process and physical evidence. How