

Duration: 2 ½ hrs.

Marks: 75

Note: All the questions are compulsory
Figures to the right indicate full marks

Q.1 (A) Match the Column (Attempt any 7)**07**

	Group A		Group B
1	Services	a	Tangible aspect
2	High Contact	b	Line of visibility
3	Service encounter	c	Exception petal
4	Physical Evidence	d	Empathy
5	Service Flower	e	ICT
6	Service Blueprint	f	Enabling Promises
7	Quality Dimension	g	Moment of truth
8	Zone of Tolerance	h	Intangible in nature
9	Internal Marketing	i	People based
10	Innovation in services	j	Accept variance

Q.1 (B) True or False (Attempt any 8)**08**

- Services cannot be owned, touched and stored.
- Service Marketing Triangle developed by Philip Kotler.
- Services are only people based.
- A Service blueprint is a flowchart of service process.
- Responsiveness refers to the willingness to help customers to provide prompt service.
- Demand for services is not so volatile in nature.
- The flower of service concept developed by Christopher Lovelock.
- Service Gap model is divided into customer gap and employee gap.
- Servicescape is landscape in which service is transacted.
- Zone of tolerance is the gap between desired service and adequate service.

Q2. A) Define Services. Explain the various ways to overcome the challenges of service marketing.

07

B) Distinguish between Goods and services.

08**OR**

Q2. C) Explain Product Service continuum with the help of diagram.

07

D) Explain the following terms:

08

(i) Service recovery (ii) Service encounter (iii) Type of contact

Q3 A) Explain the “Flower of Service” concept with reference to banking sector.

07

B) Explain Physical evidence and People elements of marketing mix with reference to Health care industry.

08**OR**

Q3 C) Explain Service Gap model in detail with the help of diagram.

07

D) Explain SERVQUAL model with reference to Insurance sector.

08**55646**

- Q4 A) What is Service Blueprint? Explain the different steps in building service blueprint. **07**
 B) How will you balance the gap between demand and supply in service marketing **08**

OR

- Q4 C) Explain the different elements of transnational strategy. **07**
 D) Write a note on emerging trends in Tourism sector **08**

Q 5 A) Case study Analysis

Manya Travels Pvt. Ltd. a Travel and tourism company has been arranging regular tours to various places in India and had few tie ups with star graded hotels.

In December 2017 Mr. Mohak Suvarna with his family booked a package tour to Kerala with Manya Travels and checked in one of the hotels where Manya travels have tie ups. However Mr. Mohak did not like the room and decided to register his complaint about the room. After booking the complaint, to his surprise within two minutes of the receiving electronic communication, the hotel manager called him to say that because the hotel was entirely booked being a busy season, the room could not be exchanged, however the guest could expect a hospitality gift from the hotel for his inconvenience.

The next day garden facing room was available and which was offered to Mr. Mohak if he wished to shift. Mr. Mohak declined and told the manager that he and his family were quite comfortable in the present room.

Questions:

- 1) What is service recovery ? Analyse the service recovery in the case. **05**
- 2) What would be the effect of this incident on Manya Travels ? **05**
- 3) Why do you think Mr. Mohak declined to change his room? **05**

OR

Q 5 B) Attempt Short Notes (Any Three) 15

1. Branding in services
2. Positioning in services
3. TQM in Services
4. Options for Service Delivery
5. People mix
