POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : **School of Management & Commerce**
Course : **II Year III SEM – MBA**
Subject Name : **Services Marketing**
Subject Code : **MBX03104**

Max. Time: 1.5 hrs. **Max. Marks: 12**

<u>**NOTE:-**</u> **Attempt four questions with explanation. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.**

Sec-A (CO 3) (Max. Marks-6)

Marks

Q.1 **(a)** Shashi is a young boy of 17, goes to high school, eats junk food, plays good cricket, above average in studies, takes part in all school activities, normally goes to the school in his car and takes along his friends on the way, a favourite of the teachers, his father has donated huge money for the new school building, has been to mountaineering twice... he would like to buy a mobile phone, which option/s would he choose... **(2)**
A. Go to the store which gives him the best deal for his choice of phone
B. Go to the store which gives him the best after sales service for his choice of phone
C. Go to the store which gives him the best buying experience

(b) Aditi is from an average financial background, but because of her online presence, she is very influential, many brands approach her to promote their products. She doesn't have many friends. Aditi's role cud is classified as... **(1)**
potential customer following her, although they may not know her
A. potential customer following her, because they know her
B. potential customer following her, because they know the brand

OR

Q.2 **(a)** Tushar is a person of 42, has a family of 4, stays in Mumbai, has a flat of 1BHK in one of the middle-class communities. His wife loves pets, so she has kept a dog... they have requested online for a dog walker (a person who will take the dog for a walk)... she has the following options, which option do you think would Tushar's wife choose... **(2)**
A dog walker with great experience who would also carry some rain cheaters for the dog and also dog shoes
A. A dog walker with no experience who would also carry some rain cheaters for the dog and also dog shoes
B. A dog walker company who will send "someone" who would also carry some rain cheaters for the dog and also dog shoes

(b) Pushpender is asking Anurag, who is a marketing consultant to give him the five points that are used in evaluating service quality (SERVQUAL). Out of the following which parameter is **not** a part of the SERVQUAL : **(1)**
   (a) Tangibles   (b) Responsiveness   (c) Profitability

Q.3 **(a)** Gazal runs a top of the order salon in Delhi. Her clientele is the elite of the community. She is worried that in spite of extensive marketing efforts, such as loyalty benefits and giving huge freebies, business is not increasing... what do u think cud be the potential reason (s)... **(2)**
A. Pricing was high
B. The staff is not friendly
C. The salon experience was not smooth
D. The paver block in the common parking were broken

(b) Agni asks a hotelier to setup a small dining setup at his home, however the hotelier says that sir please fix the menu so that we can bring only that raw material to cook. Agni says, you are a five star, you have to make whatever I say. The hotelier said that Sir if you come at our hotel, we can make whatever you ask for, but at home it is very difficult. Which of the following concept is the hotelier talking about… **(1)**
A. In case of customer going to the service provider's place, modifications are possible.
B. The five star hotel doesn't have chefs for certain cuisines.
C. In case of service provider going to customer's place, certain modifications may not be possible

OR

Q.4 **(a)** Payal Joshi, 23 years old, school drop-out, decides to start a stock broking business. She decides that the commission structure would be 1% for every value of the trade. In some days, her business began to fall and she was very worried. When she met Nandini to discuss the problem, Nandini gave her the **(2)**

solution. Of the following which was the solution that Nandini gave to Payal Joshi.
A. For high value customers, have lower brokerage and vice-versa.
B. Lower down the commission structure, you will be able to increase business
C. Don't charge commission, rather start charging advisory fees.

(b) Once it so happened that the son of Upendra Singh comes to him and tells him that dad, our Raju **(1)**
Chacha is a hopeless employee. Upendra has been running this "huge" kirana store in small taluka of
Rajasthan for 25 years and Raju has been with him since then. Upendra knows that Raju, because of
the age and because of bad habit of tobacco, sometimes very rudely with the customers, but still
Upendra tolerates him. Why?
A. Raju knows some dark secrets of the Singh family
B. Raju's father was a very loyal servant of the Singh Family.
C. Raju has certain set customers, who come looking for Raju only.

Sec-B (CO 4) (Max. Marks-6)

Q.5 **(a)** Vaishnavi, would like to start a café. She doesn't know how to create differentiated pricing in service **(2)**
business. What are the points that you would advise her to keep in mind while deciding the pricing in
services?

(b) Vijay is the new revenue manager at this five star hotel in Mumbai. Today he has met his client Ms. **(1)**
Jaanvi. Jaanvi wants to organize a party of 50 people. She is a big socialite of Mumbai. Vijay's task is
to obviously maximize the revenue, and Ms. Jaanvi is very demanding, but the whole city knows that
she extracts every rupee value of what she spends. What would be the right approach for Vijay to
maximize revenue from this deal?
A. Vijay offers a wonderful array of options with each option priced separately
B. Vijay offers all the options that she wants bundled as one deal, so that she doesn't have to pay for
each option separately.
C. Vijay offers the pricing for each service and then gives her the option of paying in EMIs.

OR

Q.6 **(a)** What are the two things that sets a service apart from product? **(1)**
(a) customization and personalization (b) catering to mass and professionalization
(c) customization and professionalization

(b) Vikas is in the insurance business. He has a team of 20 people. Due to lockdown their busines saw an **(2)**
amazing opportunity as everybody wanted to increase their medical and personal insurance. Vikas
told the team that dig out the data that we have, lets do targeted calls to each customer, and make
sure we help them in these trying times. Inspite of tremendous persuasion by Vikas, his team was
extremely slow in implementing the idea, what do you think was wrong on Vikas's side.

Q.7 **(a)** Shayna owns a gym in Indore. It's a gym in customers from mid-level income and above attend. **(1)**
"Fitness is not a short term thing", Shayna keeps telling this to her employees. By this what is she
trying to indicate…
A. Make sure that no customer goes, do reasonable actions by which you can retain them
B. All customers are fitness freak.
C. Customers could be charged a lifetime fee, discounted to current price levels.

(b) For the following statement, tell whether True or False… **(2)**
A. Price charged for every customer in service could be the same, but cost to the customer would be
different
B. Price for customized service could be less than standardized service

OR

Q.8 **(a)** This is the pricing at a movie theater in this city… **(2)**
Movie Ticket – Rs. 500
Seat Charge – Rs. 100
Parking – Rs. 50
Pop corn – Rs. 100
Water & etc – Rs. 70
Two different people – Satyam and Narendra go to this movie theater, they see the same movie,
sitting at the ends of the same row, from where they both were having the same visibility. They both
brought their own car and had one pop-corn and one bottle of water and both paid for the seat also,
however, they both ended up spending different amounts… what could be the possible reasons…

(b) Is this statement True or False… **(1)**
Customer's perception is before the service is rendered