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MNTCL is showered with six sigma ratings and affectionately called as 'management Guru'. At premier institutes, the office bearers deliver lectures on managing operational hurdles and sustaining high quality of services.

Questions:

- (a) Critically examine the factors which have led to achievement of excellence in the service provided by MNTCL.
- (b) Suggest suitable measures for improvement in business growth and higher profitability for business continuity in the years to come, for MNTCL.

Total No. of Questions: 7

Total No. of Printed Pages:4

Enrollment No.....



Faculty of Management Studies
End Sem (Even) Examination May-2019
MS5EM09 Service Marketing

Programme: MBA

Branch/Specialisation: Management /
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which of the following business would will be characterized as a pure service 1
(a) Insurance
(b) Farming
(c) Engineering
(d) There is no such thing as a pure service
- ii. Services are characterized by all of the following characteristics except for 1
(a) Intangibility (b) Perishability
(c) Inseparability (d) Heterogeneity
- iii. is the physical surroundings or the physical facility where the service is produced, delivered and consumed. 1
(a) Servicespace (b) Servicescape
(c) Serviceplace (d) Servicescope
- iv. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called 1
(a) Place Mix (b) Physical Evidence Mix
(c) Process Mix (d) People Mix
- v. is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view. 1
(a) Front end planning (b) Service Blueprinting
(c) Service Standardization (d) None of these

P.T.O.

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vi.	Training is a component of:	1
	(a) External Marketing (b) Internal marketing	
	(c) Interactive marketing (d) All of these	
vii.	Which of the following is not one the five dimensions that is measured by the SERVQUAL SCALE?	1
	(a) Tangibles (b) Employee satisfaction	
	(c) Responsiveness (d) Empathy	
viii.	The distance between a customer's expectations of a service and perception of the service actually delivered is called	1
	(a) Service gap (b) Communication gap	
	(c) Standards gap (d) Delivery gap	
ix.	Hospitality comes under	1
	(a) Core services (b) Facilitating services	
	(c) Enhancing services (d) Complimentary service	
x.	"Moments of Truth" in service marketing means	1
	(a) Customer adoption to service	
	(b) Customer-service encounter	
	(c) Customer complaints about services	
	(d) None of these	
Q.2	i. Define the characteristics of intangibility, inseparability, heterogeneity.	3
	ii. Explain the role of service sector in economic growth of India.	5
OR	iii. Explain categories of service mix with suitable examples.	5
Q.3	Attempt any two:	
	i. Enumerate the methods of distribution of services.	4
	ii. Explain Extended marketing mix in services with suitable examples.	4
	iii. How pricing strategies are framed by service industry? Explain.	4
Q.4	i. Describe Internal and interactive marketing of services	3
	ii. What strategies adopted for matching demand and supply in a multiplex.	5
OR	iii. Write a note on service delivery process.	5

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Q.5	Attempt any two:	
	i. List out the causes of service quality gaps.	4
	ii. What are different dimensions of service quality?	4
	iii. Discuss the concept of productivity in services.	4
Q.6	Attempt any two:	
	i. What is Hospitality services? Explain.	4
	ii. What do you mean by Relationship Marketing? Explain its relevance to hospitality services.	4
	iii. Write a note on marketing of credit cards.	4
Q.7	Case Study	10
	Mumbai Nutan Tiffin Carriers Ltd MNTCL, comprising of around 8000 semiliterate dabbawalas' of Mumbai, every day deliver more than 8.00 lakhs Tiffin boxes to working people across the city and later return the empty Tiffin boxes to their respective homes same day.	
	A meagre amount of Rs. 300/- p.m. is charged for this indispensable service, providing home cooked food to working people at their work place. In spite of complexity, hurdles of transport system and adverse climatic conditions, the quantum of error is as low as 1 error in 8 million deliveries.	
	The mode of conveyance used are bicycle, manually driven trollies and suburban local trains. The entire process of giving/taking delivery is carried out with help of three different sets of carriers.	
	With help of a unique colour code system, sorting of thousands of tiffin boxes is carried out within few minutes, at destination, thanks to the splendid team spirit and meticulous timings.	
	Although the common working Mumbaikar is getting home cooked food at all nooks and corners of the metro city due to efficient system of MNTCL, off-late, there has been a marked decline in business, on account of changes in working and eating habits.	

P.T.O.

Marking Scheme
MS5EM09 Service Marketing

Q.1	i.	Which of the following business would will be characterized as a pure service (d) There is no such thing as a pure service	1
	ii.	Services are characterized by all of the following characteristics except for (d) Heterogenecity	1
	iii. is the physical surroundings or the physical facility where the service is produced, delivered and consumed. (b) Servicescape	1
	iv.	Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called (c) Process Mix	1
	v. is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view. (b) Service Blueprinting	1
	vi.	Training is a component of: (d) All of these	1
	vii.	Which of the following is not one the five dimensions that is measured by the SERVQUAL SCALE? (b) Employee satisfaction	1
	viii.	The distance between a customer's expectations of a service and perception of the service actually delivered is called (a) Service gap	1
	ix.	Hospitality comes under (a) Core services	1
	x.	"Moments of Truth" in service marketing means (b) Customer-service encounter	1
Q.2	i.	Characteristics of intangibility Characteristics of inseparability Characteristics of heterogeneity	1 mark 1 mark 1 mark
	ii.	Any five role of service sector in economic growth of India. 1 mark for each role	5 (1 mark * 5)

OR	iii.	Any five categories of service mix with examples. 1 mark for each category	(1 mark * 5)	5
Q.3		Attempt any two:		
	i.	Any four methods of distribution of services. 1 mark for each method	(1 mark * 4)	4
	ii.	Extended marketing mix in service 3 P's of Service marketing 1 mark for each (1 mark * 3) Examples	3 marks 1 mark	4
	iii.	Any four pricing strategies 1 mark for each strategy	(1 mark * 4)	4
Q.4	i.	Internal marketing of services Interactive marketing of services	1.5 marks 1.5 marks	3
	ii.	Any five strategies adopted for matching demand and supply in a multiplex. 1 mark for each strategy	(1 mark * 5)	5
OR	iii.	Service delivery process. Explanation Diagram/ example	4 marks 1 mark	5
Q.5		Attempt any two:		
	i.	Any four causes of service quality gaps. 1 mark for each cause	(1 mark * 4)	4
	ii.	Any four dimensions of service quality (RATAR) 1 mark for each dimension	(1 mark * 4)	4
	iii.	Concept of productivity in services. Definition Example Explanation	1 mark 1 mark 2 marks	4
Q.6		Attempt any two:		
	i.	Definition of Hospitality services Example and marketing	1 mark 3 marks	4
	ii.	Definition of Relationship Marketing Its relevance to hospitality services.	2 marks 2 marks	4

iii. 4 P's marketing of credit cards. **4**

Q.7 Case Study **10**

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5 marks

(b) Suggest suitable measures for improvement in business growth and higher profitability for business continuity in the years to come, for MNTCL.

5 marks
