



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

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## POST GRADUATE DIPLOMA IN MANAGEMENT (2020-21) END TERM EXAMINATION (TERM -V)

Subject Name: Services Marketing

Time: 02.30 hrs

Sub. Code: PGM-04

Max Marks: 60

### Note:

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

### SECTION – A

2×5 = 10 Marks

Attempt all questions. All questions are compulsory.

(CO-1)

Q. 1 (A): Service sector accounts for more than 60% of Indian GDP. **Illustrate** three reasons of the growth of service sector in India with examples.

Q. 1 (B): **Classify** the special problems that a marketer faces due to customer involvement in service delivery and consumption.

Q. 1 (C): **Outline** the strategies marketers will adopt to overcome the intangibility characteristics of services.

Q. 1 (D): **Explain** classification of services with appropriate examples.

Q. 1 (E): “It is difficult to brand a service.” Do you agree with this statement? **Illustrate** with examples.

### SECTION - B

10 x 3 = 30 Marks

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: A. **Identify** the significance of service performance attributes in providing satisfaction to service consumer. **Apply** these attributes for a healthcare service with suitable examples. (CO-3)

Or

B. **Examine** the factors a company need to consider to measure service quality. Take example of any service organization of your choice to illustrate it. (CO-3)

Q. 3: A. **Compare** pricing of goods and pricing of services? Do characteristics of services influence their pricing? **Assess** it with the examples a car and an airline service pricing. (CO-2)

Or

B **Develop** a new service launch campaign for VLCC – Health and Beauty Center keeping 7ps of services marketing mix in mind with suitable examples. (CO-2)

Q. 4: A. **Evaluate** the four basic waiting line strategies and give an example of each one, preferably based on your own experience as a customer. (CO-4)

Or

B. Suppose you are marketing manager working for a five-star hotel in Shimla. During winter season hotel is not able to get even fifty percent occupancy. **Formulate** strategies you would adopt to improve the occupancy of this hotel. (CO-4)

### SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: Case Study:

(CO-5)

The other day when I was withdrawing money from the ATM of a leading private sector bank, a text message flashed on my cell phone's screen: "you have withdrawn Rs.15000/- from the ATM". The only problem was that the machine had not disgorged any cash at all. I waited for a few minutes, hoping that my money would come out of the dispenser, but that did not happen.

The private sector bank where I had my account for the last few years provides very good service. They have good online and mobile banking systems, and for most of my banking needs I do not normally visit their branch. Most of my banking transactions are taken care of through my laptop and handheld devices.

The area where the bank fares badly is its ATMs. Despite enjoying the distinction of being India's largest Private sector bank, they have some of the worst ATM machines. For a number of days every month, the bank ATM close to my house remains shut due to mechanical failures. Even on days when the ATM is working, one cannot be sure if one's transaction will go through properly.

However, this was the first time that my account was being debited for an amount that I had not received from the ATM. Unfortunately, I was withdrawing money after banking hours, so I informed the guard about the situation. After a suspicious glance he asked me to lodge a complaint on the phone. After several unsuccessful attempts the guard reluctantly informed me that the ATM machine malfunctioned quite often as it was very old.

"Do people get their money back in such cases?" I asked, hoping that the guard would say yes.

"I don't know what happens later, but there have been occasions when some customers have tried to pick up a fight with me, when they did not get the money from the ATM," he said. As it was getting late at night, I decided to get back home and lodge a complaint through the online banking service – and if that did not work, I would visit the bank the next morning.

Question

Q5 (A): **Examine** the problem highlighted in the case from the point of view of self-service technology in effective service delivery.

Q5 (B): "**Imagine** you have gone through this problem. Will you lose confidence for a moment or forever? You are also aware of both the positive and negative sides of the banking services". **Create** some strategies for service recovery system of the organization.

### Mapping of Questions with Course Learning Outcome

Question Number	Cos	Marks Allocated
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO3	10 marks
Q. 4:	CO4	10 marks
Q. 5:	CO5	20 marks

**Note:** Font: Times New Roman, Font size: 12.