

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-WINTER-2024

Subject Code: 4549212

Date: 13/12/2024

Subject Name: Services Marketing

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Write short note on: **14**
1. Service blueprint
 2. Yield Management
 3. SERVQUAL
 4. Service recovery
 5. Service marketing triangle
 6. Physical evidence
 7. Zone of tolerance
- Q.2 (a)** Define Service Marketing. Explain the importance of service marketing. **07**
- (b)** Describe the characteristics of Service marketing with example. **07**
- OR**
- (b)** Discuss 7Ps of Service marketing mix. Explain it with suitable example. **07**
- Q.3 (a)** Explain the “flower of services” concept and identify and explain each of the petals in detail. **07**
- (b)** Why the role of customer is equally important in service delivery process? Justify with examples. **07**
- OR**
- Q.3 (a)** What is service quality? Explain the factors that influence customer expectations of service quality. **07**
- (b)** Why branding is essential in marketing services? Explain with examples. **07**
- Q.4 (a)** The foundation underlying pricing strategy can be described as a tripod. Explain. **07**
- (b)** Explain the concept of SST (Self-Service Technology) with suitable examples. **07**
- OR**
- Q.4 (a)** Why productivity is more difficult to measure in service firms than in manufacturing firms? Justify with examples. **07**
- (b)** Discuss the importance of front-line service employees in the success of service firms. **07**
- Q.5** **Case Study:**
- Priyam booked tables in a restaurant for 15 people at the beginning of the Marriage anniversary to celebrate the occasion with his family and friends. He had been a regular visitor to "Trafoid" and had developed loyalty for this restaurant for the continental dishes. Most of his friends are close friends and he preferred to treat them at "Trafoid" famous for all types of continental dishes.
- Another reason for the selection of this restaurant was that the proprietor Kiran knew Priyam very well since he was a regular visitor to this restaurant. He was confident that his dinner party would be a success.

One day before the scheduled dinner party. Priyam requested Kiran to increase the booking to 20 heads which Kiran agreed.

All the friends of Priyam met at his residence at 6:30 P.M. on the scheduled day and after having a cup of tea left for "Trafoid". They all reached the restaurant at 8:00 P.M. With slight difficulties, they managed to park their vehicles at three different locations which they all travelled.

But while arriving Priyam was taken aback and surprised to see that arrangements are made by Kiran for only 15 heads. Priyam reminded Kiran about his request for accommodating 20 heads one day before the occasion and told Kiran that perhaps he has forgotten to make the arrangements for 20 heads. Priyam, therefore, requested Kiran to accommodate 20 guests.

But to utter amazement and embarrassment, Kiran denied stating that Priyam had booked only for 15 heads. Kiran mentioned that Priyam did not even telephone Kiran for increasing the no. of heads in the initial booking.

Kiran was very rigid and continued to take the stand that he had not received any call or request from Priyam for increasing the number of heads to 20 and that the booking is only for 15 heads.

The restaurant was full and only fifteen people can be accommodated besides there are other series of bookings on the day. Priyam with all his guests is keeping waiting for 15 minutes for resolving the crisis thus emerging. Kiran expresses his helplessness and said that nothing could be done on the day. The location was such that it was also difficult to locate another restaurant elsewhere.

The decision was taken after twenty minutes when 15 guests (excluding Priyam his family and one friend) are accommodated initially and served food. After the dinner of fifteen guests of Priyam was over, five other guests including Priyam and his family are accommodated somehow at the adjacent small table.

All of them only discussed the service provided by the restaurant and the behavior of Kiran during dinner time. Priyam cleared the payment without giving any tips to the waiters.

Priyam before leaving the restaurant talked to Kiran about this non-imaginative incident. However, Kiran mentioned that the evening was the busiest evening and Priyam could have made payment in advance for the additional five heads. Priyam and his family were disappointed and took a decision that will never to visit the restaurant again. All of them narrated this incident to many people.

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| (a) | What are the pitfalls in service delivery? | 07 |
| (b) | How would you react to the behavior of Kiran? | 07 |

OR

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| (a) | What are the main problems/issues of the service provider? | 07 |
| (b) | If you had been Kiran what exactly you could have done to manage the situation? | 07 |
