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UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN
End Semester Examination-2017

Program/course:BBA-AM
Subject: Marketing of Services
Code : BBCM-156
No. of page/s:5

Semester – IV
Max. Marks : 100
Duration : 3 Hrs

Section A: Attempt all the Questions

[2x5 = 10 Marks]

Q1. Fill in the Blanks

1. Among the most demanding jobs in service businesses are thejobs
2. The rapid development in Information Technology resulted in the change in business process and created a shift fromcontact tocontact services.
3. The perception of price in an indicator of Service
4. In case of service delivery may compete with the service providers.
5. One of the distinctive characteristics of many services is the way in which the is involved in their creation and delivery.

6. Fill in the appropriate Service Quality Gap in the Grid [6.1-6.5] out of the choices given below :

Service Quality Gaps:-

[2x5 = 10 Marks]

- a. Consumer expectation – mgmt. perception
- b. Service quality specification – service delivery
- c. Management perception – service quality specification
- d. Expected service – perceived service
- e. Service delivery – external communication

Gap	Problem	Cause(s)
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6.1.	The service features offered don't meet customer needs	Lack of marketing research; inadequate upward communication; too many levels between contact personnel and management
6.2.	The service specifications defined do not meet management's perceptions of customer expectations	Resource constraints; management indifference; poor service design
6.3.	Specifications for service meet customer needs but service delivery is not consistent with those specifications	Employee performance is not standardized; customer perceptions are not uniform
6.4.	The service does not meet customer expectations, which have been influenced by external communication	Marketing message is not consistent with actual service offering; promising more than can be delivered
6.5.	Customer judgments of high/low quality based on expectations vs. actual service	A function of the magnitude and direction of the gap between expected service and perceived service

Section B: Attempt any 4 Questions [4x5 = 20 Marks]

Q2. The old adage 'People are your most important asset', is wrong in the present prospective of growing competition in service industries, whereas it is convened that 'the right people are your most important asset' – Justify giving examples?

Q3. Advocates claim that the empowerment approach is more likely to yield motivated employees and satisfied customers than 'Production – line 'alternative. Discuss the factors that can help an organization to adapt empowerment strategy than any other else?

Q4. Discuss the sources of customer expectations of service, including those that are controllable and uncontrollable by marketers?

Q5 Diagrammatically represent the relationship between Customer perceptions of Service quality and customer satisfaction.

Q6. How does customers create value for themselves by participating in service delivery process? Discuss giving examples.

Section C: Attempt any 2 Questions [2x15 = 30 Marks]

Q7. Its no easy task to design a service, especially one that must be delivered in real time with customer present in the service factory. For the purpose of Service Quality and perfection, design of the services process is essential just like the design for a new building or a ship, captured on architectural drawings called blue print. Describe the key components of service blue prints that you would like to consider based on the activities undertaken by a service organization in a chronological order.

Q8. The foundation for true loyalty lies in customer satisfaction. In contrast, dissatisfaction drives customer away and is a key factor in switching behavior. However, there is more that firms can do to 'Bond' more closely with their customers. Discuss the steps / process of building a foundation for loyalty; creating loyalty bond and reduce churn drivers with respect to the 'Wheel of Loyalty'?

Q9. How should service guarantees be designed? What are the benefits of service guarantees over and above good complaint handling and service recovery system in Auto Industry?

Section D: Analytical / Situational / Case based:

Attempt all the questions [30 Marks]

10 (i). Prepare a flow chart of a service with which you are familiar

[3 Marks x 5 = 15]

- a. What are the tangibles cue or indicators of quality from the customer's perspective, considering the line of visibility?
- b. Are all steps in the process necessary?
- c. To what extent is standardization possible and advisable throughout the process?
- d. Where are potential fail points located and how they could be designed out of the process or what service recovery procedures could introduced?
- e. What are potential measures of process performance?

10(ii). Consider your own recent experience as a service consumer and Answer the following:

[5 Marks x 3 = 15]

- a. On which dimensions of service quality have you most often experienced a large gap between your expectations and your perception of service performance?
- b. What do you think the underlying cause might be?
- c. What steps should management take to improve quality?