

Total number of printed pages–5

14 (MCOM–4) 4056

2020

STRATEGIC SERVICES MARKETING

Paper : COM–4056

Full Marks : 40

Time : Two hours

***The figures in the margin indicate
full marks for the questions.***

*Answer Q.Nos. 1 & 2 and
any two from the rest.*

1. Choose the correct option from the following :

1×4=4

(i) The physical resources that must be in place before a service could be offered to the market is called :

(a) Facilitating service

(b) Supporting service

(c) Explicit service

(d) Implicit service

Contd.

- (ii) The concept of service triangle as one of the most popular strategic models of service marketing was developed by —
- (a) C. Grönroos
 - (b) Zeithaml and Berry
 - (c) C. Lovelock
 - (d) Albrecht and Zemke
- (iii) The process of grouping multiple services into one offer to be focussed on a well-defined customer segment is termed as —
- (a) Service Process Redesign
 - (b) Service Streaming
 - (c) Service Bundling
 - (d) Componentization

(iv) The _____ level of employee involvement empowers employees to the extent of making recommendations through formalized programs.

(a) Suggestion

(b) Job

(c) High

(d) Information

2. Write short notes on **any four** of the following : 4×4=16

(i) Dimensions to evaluate service quality

(ii) Value-based pricing of services

(iii) Challenges of frontline staff

(iv) Classification of service attributes

(v) Flower of Service

(vi) Molecular model of services

(vii) Channels of service distribution

3. “The marketing entity is generally neither a pure good nor pure service. Some tend to be good dominant and some service dominant.” Do you agree with the statement? Discuss. 10

Or

Discuss the service characteristics and their managerial implications. 10

4. What are the various non-monetary costs involved in services marketing? Discuss the challenges of pricing of services in comparison with pricing of goods. 5+5=10

Or

Discuss the alternatives used by service marketers for balancing supply-demand positions. 10

5. What is meant by emotional labour? Write a brief note on the various strategies for internal marketing. 2+8=10

Or

What are the challenges in service communication? How can they be overcome? 10

6. Define interactive marketing. Explain flowcharting as a tool of documenting service process. $2+8=10$

Or

How do customers typically respond to service failures? Discuss the principles of effective service recovery. $2+8=10$
