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MBAS 557

IV Semester M.B.A. Degree Examination, July/August 2023

(Regular and Repeater)

BUSINESS ADMINISTRATION

Services Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

(Compulsory)

*Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library*

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

1. Explain the GAPS model of Service quality by highlighting all service quality gaps for educational institution. Also suggest strategies for overcoming these GAPS.

SECTION – B

Note : Answer **any five** of the following. Answer to **each** question should **not** exceed **five** pages.

(5×8=40)

2. Explain the characteristics of services.
3. How are services classified ? Bring out any three methods of classifying services.
4. What is credence attribute ? Why it is only associated with services ?
5. "The quality of service depends upon the role played by the customer". Explain this statement with any example of your choice.
6. Explain with examples the role of social media in promoting CRM for service marketers.
7. Explain marketing mix of services with examples.
8. What is zone of tolerance ? Explain.

P.T.O.



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

9. Naivedyam opened as a lunch and snack joint in the newly developed office area in Gurgaon, near New Delhi. The area of Gurgaon developed when a number of new businesses made it their home, away from the high property prices of New Delhi. The boom in the medical transcription and call centre businesses enabled a number of new startup companies to prosper. The main investment of these types of companies was in real estate, in the form of offices. These companies prospered using English-speaking college graduates available in adequate numbers at salaries that are not too high. The companies also provided rudimentary computer and phone handling training.

In addition, a number of well-established companies moved away from Delhi to the Gurgaon area to reduce the cost of office accommodation and cost of residential accommodation and living expenses for their employees. A majority of the employees of these companies were unmarried fresh graduates.

About a year after Naivedyam opened, Jagdish Kapoor, the owner, was contemplating on business expansion. During one of the lean periods in the afternoon, he was with his wife, Rekha, and his assistant, Manish. 'We are getting a lot of complaints from the customers about the time it takes to serve the lunch,' said Manish. 'But we are working so hard in the kitchen despite the Delhi heat,' said Rekha. 'We really cannot serve any faster,' she added. 'It's not your fault', said Jagdish. 'Our business has grown by leaps and bounds in a year. However, I have just heard that a new restaurant is going to open in the neighboring building. Therefore we may have to think of expanding and improving our facilities to stay in the competition.'

'We should go in for top class décor, fancy designer furniture, and swanky chairs. That would really push us upmarket', said Manish. Moreover, we will be able to charge much to give us that distinct look, and have a well-dressed cashier with a computerized machine to take care of the money transactions'.



'We can buy some new kitchen equipment with electric tandoor, stainless steel pots and pans and perhaps even the new Italian design smoke extractor. Many a time, customers do tend to complain about the charcoal smoke', added Rekha.

'We can hardly afford to do all these things without borrowings a large sum of money from a financier. Even if we managed to do all that, we would have no choice but to either increase the charges considerably or reduce the food portions and economize in many other ways. We may even have to charge extra for the additional portions of dal or subzi that is currently free of charge for the fixed thali customers', said Jagdish. 'I wonder if the crowd of office-goers who are our main customers will be able to afford all that. I always thought their main need was our food because we serve healthy home-like food at prices that they can afford at their salary level. Deciding how to go about this expansion is a real problem.'

In this background answer the following :

- a) Describe the characteristics of the current clientele vis-à-vis their food needs during the working hours.
- b) What would be the desired and adequate levels of service ? What level of service would you plan to deliver ?
- c) Based on your analysis and given the shortage of the funds, can you suggest what should be the main elements of the planned investment ? Which investments can be avoided and for what reasons ?