

MBAS 557

Fourth Semester MBA Degree Examination, September 2024

BUSINESS ADMINISTRATION

Services Marketing

Time: 3 hours

Max. Marks: 70

**Section – A
(Compulsory)**

Answer to the question should not exceed 6 pages.

(1X15=15)

1. Explain the 7P's of Services Marketing and provide examples of how each element can be applied in a real-world service business.

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Section – B

Answer any Five questions. Each Question carries 8 marks. Answer to the question should not exceed 5 pages

(5X8=40)

2. What are the primary reasons behind the significant growth of the service sector in modern economies?
3. How can a popular restaurant with limited seating manage demand and capacity to minimize wait times and maximize customer satisfaction during peak dining hours?
4. Describe the two levels of customer expectations. What factors influence customer expectations of services?
5. Define relationship marketing and how does it differ from traditional marketing approaches.
6. What is the concept of service quality, and how do the quality components in manufacturing differ from those in services?
7. What are the different stages of new service development, and how does service blue printing help in designing and managing service processes?
8. What are some common pricing issues faced by service businesses, and how do pricing fences help manage these issues?

Section - C (Compulsory)

Answer to this question should not exceed 6 pages

(1X15=15)

9. XYZ Financial Services is a firm offering a range of financial planning and advisory services, including investment management, retirement planning, and tax consultation. The firm aims to enhance its service delivery by increasing customer participation and effectively managing its network of intermediaries.

At XYZ Financial Services, customer engagement is critical for successful service delivery. The firm encourages customers to:

- Regularly review and update their financial plans.
- Participate in quarterly review meetings.
- Utilize the online portal for tracking investments and accessing financial resources.

XYZ Financial Services relies on several key intermediaries to deliver its services:

1. **Financial Advisors:** Certified professionals who provide personalized financial advice and planning.
2. **Investment Managers:** Experts who manage client investment portfolios to achieve specific financial goals.
3. **Tax Consultants:** Specialists who offer tax planning and compliance services.

Answer the following questions each carries 5 marks

- a) Discuss the importance of customer engagement in the service delivery process at XYZ Financial Services
- b) How do these intermediaries contribute to the overall customer experience and satisfaction at XYZ Financial Services?
- c) What steps should be taken to ensure a successful implementation and seamless service delivery?

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