

END TERM EXAMINATION

SIXTH SEMESTER [B.COM(HONS)] JUNE-JULY 2023

Paper Code: BCOM-318

Subject: Services Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What are the marketing challenges of services? Suggest a suitable strategic framework for a health care mobile Application (APP) provider to overcome such challenges.
- Q2 a) Explain the importance and role of service sector to Indian economy.
b) What is service marketing triangle? What are the common approaches which banking services providers like State Bank of India may use to improve interactive marketing?
- Q3 What is SERVQUAL Model of service quality? How do a service with high in credence quality influence the consumer behaviour for such services?
- Q4 What is service marketing mix? How can a firm use process and physical evidence in creating competitive advantage? Justify your answer with suitable example.
- Q5 "Pricing of services is much more complex than pricing products" Do you agree. Identify key challenges faced by a multi-speciality hospital in charging the price of their services.
- Q6 a) Design suitable distribution channel for an insurance company intends to enter in life insurance sector in India.
b) What marketing strategy a hotel located at a prominent hill station can use to match the fluctuations in demand and supply?
- Q7 The customer of a prominent hotel in Goa posted the following review on online travel portal. "The hotel is an excellent beach resort property. It has all the latest gadgetries. It provides all comfort like no other property offers but its customer service was disappointing. Room service took about 45 minutes to deliver to my room a simple order like hot coffee and veg sandwich. The glass cubical door of the bath did not close properly and when communicated to housekeeping, I was informed that the same will be fixed next day morning when the maintenance staff would be back"
As General manager of the hotel, how would you respond to this feedback? You know that most tourists view such customer feedback before selecting the hotel.
- Q8 Write short note on the following:
a) Service blueprinting
b) Benefits and risks of franchising
c) Customer role in service delivery
