

M.Com 4th Semester Examination, 2021

Sub: Strategic Service Marketing

Paper: COM 4056

Time: 3 hours

Full Marks: 80

1. Answer any **eight** from the following in about 50-75 words each: (5x8=40)

- a) How does tangibility-intangibility continuum enable effective positioning of service offers?
- b) State the significance of advertising a brand to the internal public.
- c) Explain Pierre Eigler and Eric Langeard's servuction system as a means to conceptualise and market services.
- d) With the help of relevant example, explain how emotional labour may cause stress for service employees.
- e) Describe the service oriented approach as a means to avoid the 'Strategic Management Trap'.
- f) What is service recovery paradox? Why is it best to deliver services as planned, even if the paradox does hold good in specific context?
- g) How are service expectations formed? Elucidate the elements of service expectations.
- h) How is branding of services different from branding of goods? Give examples.
- i) Explain the 'flower of service'. Which petal does each of the following statement represent?
 - a) Offering a free service
 - b) Instructing customers on ways to avail the service
 - c) Taking care of different dietary requirements
 - d) Advising clients as to which can be the best service package for them
 - e) Greeting customers at the gate

2. Answer any **four** from the following in about 100-150 words each: (4x10=40)

- a) "Development in telecommunications and computer technology have spurred many new approaches to service delivery." Explain the statement with relevant examples.

- b) “Service quality is difficult to define and measure”. Critically analyse the above statement, highlighting the dimensions used to measure service quality by consumers. 10
- c) Explain how pricing is used as a strategy to manage value perceptions of service customers. 10
- d) How are service attributes evaluated before purchase? Explain the different means of shifting demands to match service capacity. 5+5=10
- e) Discuss the role of service promotion in: (a) pre-purchase stage, (b) consumption stage and (c) post-consumption stage. 10
