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2022

COMMERCE

Paper : COM-4056

(Strategic Service Marketing)

Full Marks : 80

Time : Three hours

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

1. Choose the correct option from the following : 1×4=4
- (i) Attributes that are difficult to evaluate even after the purchase and consumption are known as
- (a) Search attributes
 - (b) Experience attributes
 - (c) Credence attributes
 - (d) Physical attributes
- (ii) The difference between the desired and adequate service level is called the
- (a) Level of minimalism
 - (b) Predicted actual service
 - (c) Service experience
 - (d) Zone of tolerance

Contd.

- (iii) Which of the following is not a consequence of variability in services ?
- (a) Inconsistency in service output
 - (b) Ease in the creation of service specifications
 - (c) Lack of standardisation
 - (d) Quality measurement monitoring and control difficult
- (iv) All possible interactive elements between service providers and customers that includes staff, facilities and other visible substances is known as
- (a) Servicescope
 - (b) Service encounter
 - (c) Service solution
 - (d) Service recovery

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

- (i) Servuction model of services
- (ii) Significance of the service triangle
- (iii) Perceived risks and its types
- (iv) Moments of truth metaphor
- (v) Role of service promotion in the pre-purchase stage
- (vi) Demand based pricing
- (vii) Level of customer participation in service
- (viii) Electronic channels of service delivery

3. What are services ? Explain the 'Tangibility-Intangibility' continuum developed by Shostack. 3+7=10

Or

Explain the different ways of classifying services on the basis of operations, customer-employee presence, customisation/empowerment. 10

4. Why do service companies fall into the strategic management trap ? What is a service oriented strategy ? 5+5=10

Or

Discuss the marketing implications of intangibility, perishability and inseparability of service offers. 10

5. 'Service quality is difficult to define and measure.' Explain. What are the various dimensions given by Parasuraman, Zeithaml and Berry to evaluate service quality ? 3+7=10

Or

Why do service firms encounter demand variations ? Explain the strategies employed by service companies for demand management. 3+7=10

6. "Today's augmented product may become tomorrow's expected product." Explain the above statement in the light of the Customer Value Hierarchy model. Also, write a note on the value enhancing supplementary services as per the flower of service.

5+5=10

Or

What is meant by emotional labour? Explain the various challenges involved in internal marketing.

3+7=10

7. What is service recovery paradox? Explain the principles of effective service recovery.

2+8=10

Or

"Hype in service advertisement must be avoided" provide reasons for the above statement using suitable examples.

10

8. Explain the various criterion to be considered before selecting a service location for a firm.

10

Or

Describe how the molecular model enable service marketers to effectively position service products.

10