MMPM-005

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2022

MMPM-005 : MARKETING OF SERVICES

Time : 3 hours   *Maximum Marks : 100*
                                   Weightage : 70%

Note : *Answer any **three** questions from Section A. Section B is **compulsory**. All question carry equal marks.*

SECTION A

1. (a) Discuss the marketing mix for services.

   (b) Explain the reasons behind the growth in services sector.

2. What do you understand by the term Service Quality ? What are the underlying concepts behind Gap model of service quality ? Explain.

3. Explain why it is important for service organizations to match demand and capacity. What are the implications of a mismatch between the two ?

4. Write short notes on any ***two*** of the following :
   (a) Service Triangle
   (b) Cycle of Success
   (c) Yield Management
   (d) Service Guarantee

5. Complaints are a natural consequence of any service activity. Mistakes are a critical part of every service. Since services are generally performed in the presence of customers, errors are bound to happen. While it may not be possible to prevent all errors, companies can learn to recover from them. "Service recovery" refers to the action taken by the service provider in response to a service failure. To illustrate, consider a rental car customer who arrives to check in and finds that no automobile is available of the size reserved and the price quoted. In an effort to recover, the car rental agent immediately upgrades this customer to a much better vehicle at the original price. The customer, thrilled with this compensation, reports that she is extremely satisfied with this experience, is even more impressed with the firm than she was before, and vows to be loyal into the future. Although such extreme instances are relatively rare, this idea — that an initially disappointed customer who has experienced good service recovery might be even more satisfied and loyal as a result, is important.

(a) Describe the importance of service recovery.

(b) In your opinion, what basic features should a complaint management system include ?

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