

**MID-WESTERN UNIVERSITY**  
**SCHOOL OF MANAGEMENT (MUSOM)**  
(An Autonomous Institution)  
**FINAL EXAMINATION: 2021**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**SEMESTER – VIII**

**Subject: Service Marketing**  
**Full Marks: 100**

**Course Code: MGT 388**  
**Time: 3 Hrs.**

*You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.*

**Section – B: Short Answer Questions (8 × 5 = 40 Marks)**

**Answer any eight questions:**

1. Describe concept of service. List down the different characteristics of service with brief description.  
2+3
2. The goal of a well-designed service is to manage service encounter in such a way that the recipient feels delighted and pleased. On the basis of this statement, describe the dimensions of managing service encounters.  
5
3. What roles are played by front stage service personnel in low-contact organizations? Are these roles more or less important to customer satisfaction than in high-contact services?  
3+2
4. Define what is meant by the core product and supplementary services. Can they be applied to goods as well as services? Explain your answer.  
2+3
5. Why is it more complex to design a service than tangible product? Illustrate.  
5
6. What roles do personal selling, advertising, and public relations play in attracting new customers to a service business?  
5
7. What makes service pricing different? Explain your answer in your own words.  
5
8. How does Marketing Communications Influence Service Quality and Service Value?  
2.5+2.5
9. List down the different points to make service value more visible. Describe each of them in brief.  
5
10. Write short notes on following:  
2.5\*2
  - a. Yield Management
  - b. Augmented product

**Section – C: Long Answer Questions (3 × 10 = 30 Marks)**

**Answer any THREE question:**

11. Define service as a process. Categorize the service processes and explain each of them with example.  
2+8
12. List down the different components of Integrated Service Management. Describe each of them in brief.  
2+8
13. Is pricing strategy more difficult to implement in some service industries than in others? If so why? Be specific and give examples.  
10
14. Which elements of the marketing communications mix would you use for each of the following scenarios? Explain your answers.  
3+4+3
  - a. A newly established hair salon in a suburban shopping Centre
  - b. An established restaurant facing declining patronage because of new competitors
  - c. A large, single-office accounting firm in a major city that serves B to B clients.

15. You are planning to start a business related to education, health or hospitality sector in Birendranagar. Design and describe a framework of marketing policy and programs suitable for the business you select.

3+7

**Section – D: Case Study (15 Marks)**

16. Read the case given below and answer the questions that follows:

Disney theme parks provide an excellent example of services that have been very thoughtfully designed to the smallest detail. Every part of the service delivery process and its supporting processes has been carefully planned to maximize the customer's experience. From the moment a family first pulls into the parking lot until it leaves at the end of the day, its experiences are mapped out in detail so that each of the elements that comprise Disney's service delivery process is aligned with the overall customer experience.

Disney planners know that visitors to its theme parks want everything to be fun and nothing to be a hassle, so smiling employees are always in sight, ready to help if you need anything. All of the facilities are spotlessly clean and there is enough variety in attractions, food and price levels to suit everyone's tastes. To keep you coming back, Disney regularly introduces new offerings – 19 new rides, facilities or experiences were added at Disney World in Florida during the past two years and 29 in the last five. At the same time, Disney continuously improves the elements in its service delivery process, to the delight of customers of all ages. In April 2006, Disney launched the Year of a Million Dreams, during which Disney Cast Members began awarding a million dreams to randomly chosen guests as part of Disney's latest promotion. Among the "dreams" was a one night stay in the royal bedchamber inside Cinderella's Castle in Disney World and a similar experience at the Mickey Mouse Penthouse in Disneyland.

Disney's management truly understands that processes matter to customers. Some of those processes take place behind the scenes (food preparation, costume design, employee training, layout and timing of shows) and are part of Disney's overall service system. Other processes take place within view of the customer (characters' interactions with customers, parades, meal service and entertainment shows) and are therefore part of the service delivery process. Disney's management pays careful attention to every step in every process – whether visible to the customer or not – thereby ensuring a strong foundation for successful service delivery, which ultimately translates into high levels of customer satisfaction and repeat business.

1. Do you believe that Disney theme parks service delivery process is hassle free? (5)
2. Why Disney world in Florida is introducing new offerings every year? (5)
3. How Disney world is ensuring a strong foundation for successful service delivery? (5)