BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – MBA(HM)-2024
Course Name – Services Marketing
Course Code - MHM20114
(Semester II)

Full Marks : 60   **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Choose the correct statement regarding services and customer service:

   a) Services are additional support provided to enhance a product experience.

   b) Customer service is a subset of services aimed at assisting customers.

   c) Customer service refers to only after-sales support.

   d) Services and customer service are interchangeable terms.

(ii) Find the product that best represents the tangible end of the tangibility spectrum:

   a) Legal consultation

   b) Restaurant dining experience

   c) Mobile phone

   d) Airline travel

(iii) Choose the key challenge in Selecteting services due to their intangibility.

   a) Services can be stored for future sales.

   b) Customers evaluate services before experiencing them.

   c) It is difficult to showcase service quality before purchase.

   d) Services have a fixed physical form

(iv) Show the primary impact of technology on the service sector

   a) It reduces customer expectations.

   b) It decreases service accessibility.

   c) It enhances service efficiency and customer experience.

   d) It makes service delivery more difficult.

(v) Show the reason why employees are crucial in the service industry.

   a) They have no role in service quality.

   b) Their performance directly influences customer satisfaction

c) Services are independent of employee skills

d) Employees do not interact with customers in service businesses

(vi) Show the traditional 4Ps of Selecting applicable to both goods and services.

a) People, Process, Physical Evidence, Positioning

b) Product, Price, Place, Promotion

c) Product, Process, Physical Environment, Promotion

d) Price, Perishability, Positioning, People

(vii) Show the correct definition of service expectations from the following.

a) Customers' assumptions about service quality based on previous experiences

b) The actual service performance delivered by a company.

c) The Selecteting strategies used to promote a service.

d) The internal operational process of a service provider.

(viii) Show the influence on customer perception of a service.

a) Employee uniforms

b) Service quality, reliability, and responsiveness

c) The company's logo design

d) The number of employees a company has

(ix) Distinguish between outcome fairness and procedural fairness in service recovery.

a) Both focus only on apologies

b) Procedural fairness is more important than outcome fairness

c) Outcome fairness is about compensation, while procedural fairness is about the process of resolution

d) Outcome fairness is about employee satisfaction

(x) Mark the type of Servicescape is commonly found in banks and hospitals.

a) Interpersonal service environment

b) Self-service environment

c) Remote service environment

d) No-service environment

(xi) Identify the primary function of the Servicescape as a differentiator.

a) Increases costs

b) Helps distinguish a service from competitors

c) Reduces customer expectations

d) Standardizes services across all businesses

(xii) Identify the impact of ambient conditions in a Servicescape.

a) They influence customer emotions and behavior through factors like temperature and scent

b) They only affect employee productivity

c) They have no measurable impact

d) They are irrelevant to service design

(xiii) Mark the behavioral response a customer might have in an unpleasant Servicescape.

a) Recommending the service to friends

b) Spending more time in the location

c) Increasing service usage

d) Leaving without completing the service

(xiv) Mark the best example of a Servicescape acting as a socializer.

a) A self-checkout kiosk

b) A restaurant's open seating that encourages group dining

c) A hotel with automated services

d) A business with no customer engagement

(xv) Choose an example of an indirect distribution channel in services.

a) Ordering food directly from a restaurant's website

b) Consulting a lawyer in person

c) Buying an airline ticket from an online travel agency

d) Calling a hotel to make a reservation

Group-B
(Short Answer Type Questions)

3 x 5=15

2. When does a customer experience a 'moment of truth' in service? (3)
3. Develop an effective service recovery strategy to handle service failures and enhance customer (3) satisfaction.
4. Classify the types of service failures. (3)
5. Inspect the role of technology in enhancing service pricing strategies. (3)
6. Evaluate the role of the Global Distribution System (GDS) in service distribution. (3)

OR

Justify the reason businesses use multiple distribution channels instead of a single one. (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Define the concept of customer service and its importance in the service sector. (5)
8. Compare the impact of service failure and service recovery on customer loyalty. (5)
9. Analyze the concept of physical evidence in services. (5)
10. Analyze the relationship between Servicescape and brand perception. (5)
11. Inspect the way service blueprinting improves efficiency. (5)
12. Assess the role of social media in service distribution and pricing strategies. (5)

OR

Justify the importance of customer segmentation in pricing services. (5)

****