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(July)

BUSINESS ADMINISTRATION

(Honours)

(**Services Marketing**)

[BBAH-602 (c) (MM)]

Marks : 75

Time : 3 hours

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

PART—A

(Marks : 15)

UNIT—I

1. How does a differentiated service offer better market solution? 3

Or

What is the communication mix?

UNIT—II

2. Explain the importance of service staff for a firm. 3

Or

What is the function of a service blueprint?

UNIT—III

3. What is the purchase process for a service? 3

Or

What are some ways through which a service firm may gain competitive advantage?

UNIT—IV

4. How can a service firm improve its quality? 3

Or

What are some of the functions of a service guarantee?

UNIT—V

5. List the elements of the marketing mix for tourism. 3

Or

What are the bases of segmentation for transportation services?

(3)

PART—B

(Marks : 50)

UNIT—I

6. What are the marketing challenges for services in a modern economy? 10

Or

Explain cost based and competition based pricing for services.

UNIT—II

7. What is the purpose of service environment? Explain the dimensions of a service environment. 4+6=10

Or

What are the problems faced by service firms with respect to customer behaviour? How can a service firm handle such challenges posed by customer misbehaviour? 5+5=10

UNIT—III

8. How can a service firm manage demand levels from its customers? 10

Or

What are the capacity constraints on service firms? Explain the techniques used by service firms in managing their capacity constraints. 3+7=10

(4)

UNIT—IV

9. What are some of the ways through which a service firm can build customer loyalty? What is the role of customer relationship management in enhancing customer loyalty? 5+5=10

Or

How can customer feedback help in service recovery? What are some of the ways that a service firm can facilitate customer complaints process? 5+5=10

UNIT—V

10. Budget airlines are helping to promote tourism. Justify with examples. 10

Or

Explain 24/7 as a 'best practice' in hotel services.

PART—C

(Marks : 10)

11. Zara, a leading high street fashion chain on 17th July, 2019 announced a sustainability pledge. But how can Zara ever be sustainable? The largest fast-fashion global

(5)

retailer produces around 450 million garments a year and releases 500 new designs a week. Zara's fast-fashion model is so successful and inspired the entire industry to shift—churning out unprecedented number of fashion garments year-round. Apparel consumption is projected to rise by 63% in next 10 years. It's also typically more energy-intensive to recycle than to produce new products.

Another concept, put forth recently by Zara, is to use only sustainable fabrics. But switching to sustainable fabrics while producing fashion clothing under the same model will not make any fast-fashion retailer sustainable. There is no such thing as 100% sustainable fabric. Fabrics require energy and natural resources to produce. Sustainable fabrics are just less harmful by reducing their environmental impact. Small brands adopt produce-on-order and are not making more than what is sold ... as waste is their biggest concern. The fast-fashion growth model used by all large companies is predicted on limitless growth and disposable consumption.

(6)

Business growth must be decoupled from resource use. Fashion industry must play an active role in changing how they operate and market. If garments are made to withstand only a couple of months to wear, it is a massive waste of resources to produce that garment. For the benefit of earth and humanity, large brands need to move away from their continuous offerings of weekly new products.

(*Courtesy* : Phys.org)

Explain the ethical and social dilemma of Zara Business Model. How do you recommend a trade-off between commercial and sustainable service intent of Zara?

5+5=10

★ ★ ★