

6/H-65 (xvii) (c) (Syllabus-2015)

2 0 1 8

(April)

BUSINESS ADMINISTRATION

(Honours)

(Services Marketing)

[BBAH-602 (MM)]

Marks : 75

Time : 3 hours

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

PART—A

(Marks : 15)

UNIT—I

- 1. What are the unique characteristics of 'services'? 3**

Or

What are the difficulties associated with the pricing of services? 3

(2)

UNIT—II

2. Explain Consumer Behaviour in Service Environment. 3

Or

Explain the importance of service staff in a service firm. 3

UNIT—III

3. What is Positioning of Services? 3

Or

How do service organizations manage 'demand levels'? 3

UNIT—IV

4. What is Customer Relationship Management (CRM) in Service Marketing? 3

Or

Explain the importance of customer feedback. 3

UNIT—V

5. Write in brief the User Profile of tourism services. 3

Or

Highlight the need of Segmentation in Hotel Industry. 3

(3)

PART—B

(Marks : 50)

UNIT—I

6. (a) "Services aid production and marketing of goods." Elaborate on this statement with relevant examples. 6

(b) Explain the brand value of Services Portal. 4

Or

Briefly explain cost-based and value-based pricing of services. 10

UNIT—II

7. (a) Highlight the need for planning the service environment. 6

(b) Write about 360 degree view of service leadership and culture. 4

Or

Discuss various ways through which a service firm manages problems associated with customer misbehaviour. 10

(Turn Over)

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(4)

UNIT—III

8. What are the capacity constraints in service organizations, and how do firms deal with these constraints? 10

Or

Discuss the points that influence customer's view of services. 10

UNIT—IV

9. (a) Can 'service quality' improve customer loyalty and brand image? Justify your answer. 6

(b) What are 'service gaps'? 4

Or

Discuss the considerations needed to offer Service Guarantees for a service firm. 10

UNIT—V

10. Discuss the concept and nature of tourism. What variables will be considered when segmenting the tourism industry? 3+7=10

Or

(a) Write in detail the benefits of Package Tour. 5

(b) Information Technology (IT) plays vital role in marketing transport services. Discuss. 5

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(Continued)

(5)

PART—C

(Marks : 10)

11. One Step Retail Solutions, a leader in the retail technology and services market, has recently announced an additional service offering to further help specialty retailers succeed.

One Step Inventory Planning.

One Step provides Inventory Planning to retailers through the company's highly trained retail consultants. One Step's Inventory Planning helps retailers forecast sales, thereby protecting their cash through smart inventory purchases, and thus growing their businesses.

In adding Inventory Planning to Current Service offering, One Step furthers its mission to help make technology easy and useful for independent retailers thus allowing them to compete and succeed against bigger corporate retailers.

Scott Kreisberg, CEO of One Step, recently spoke about One Step's newest service.

"After over 30-plus years providing retail solutions for Businesses, we've realized that to service our customers thoroughly, we needed to take the combined experience of our team, our knowledge of the retail

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(Turn Over)

(6)

industry and insight into the current and future trends in retail and create a service offering that provides value and emphasizes our expertise in the industry.

For this reason, we're expanding our retail services to include 'Inventory Planning' to help retailers with a Plan and a road map, because inventory should not be left to chance. It needs to be managed for success."
(Courtesy : newjersey.news12.com)

Is this decision of introducing inventory planning adding value to the company's business? Justify your answer. 10

★ ★ ★