

27/3/2018



DOON UNIVERSITY

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION –MARCH 2018

SERVICES MARKETING-MMS 540

MBA-IV SEMESTER

TIME: 2 hrs

MAX MARKS : 30

Attempt all questions. All questions carry 5 marks.

1. Identify the five elements of the services marketing mix and explain how each is different than that of the marketing of goods.
2. Outline what factors affect the quality of the service encounter. Determine which of these factors would be the most important at an airline reservation and ticketing office and why.
3. Briefly discuss the components of the physical facility and ambient conditions that impact the service environment. Give example of each type.
4. Discuss the problem areas in segmentation, targeting positioning and differentiation of services.
5. Explain the role played by “service employee” in customer satisfaction. Discuss the various measure adopted by the services firms to motivate their service employees.
6. A) Define the following consumption values and give an example of how each has influenced a recent purchase decision in your life.
 - a. Functional value
 - b. Social value
 - c. Epistemic value
 - d. Conditional value
 - e. Emotional value

B) A French company Jeanne Arches Perfumes has introduced a perfume under the brand name SK, named after the charismatic celebrity Shah Rukh Khan. The perfume is available in two variants, SK Silver for men and SK Gold for Women. The perfumes are priced at Rs.500 for a 100 ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities. Advertising is planned through television satellite channels and magazines.

You are required to:

- (i) Analyse the decision to make a perfume after a cinema star from the view point of “reference group” behaviour.
- (ii) Examine the risks associated with this kind of decision.