

Doon University

31-3-2016

Internal Examination

Services Marketing

MBA 405

Time-2 hrs.

Maximum marks-30

Section A -compulsory Question carry's 10 marks.

Airline Industry offers basic or core transportation service using aircrafts. In the early period of this industry evolution, this service was different from other forms of transportation. However, with the growth of the industry, many players joined the air space. Any firm that joins the air industry has to begin with the minimum core offering. As the number of players increases so enters the competition in this industry as all the airlines desire to attract maximum number of passengers which is the core area of the business. Singapore airlines enjoys the dominance in core services and famous for introducing newer version of the aircrafts like Boeing dream liner, Airbus-380 and so on. However, there are some airlines which prefer to introduce the services based on low fare and brought the concept of budgeted core services attracting good number of passengers to their fold prominent in India are Spice jet and Indigo airlines. In place of long haul routes hop in routes were preferred to cater the short distance travelers. These low fare airlines stopped in-flight compulsory serving of meals during the flight and instead arranged order based supply of ready to eat packed snacks and bites with hot and cold drinks like tea, coffee, juice etc. This strategy proved successful and is now adopted by other airlines in India also. Based on the classroom discussion read this case carefully and answer the following questions:

1. What category of service is the airlines industry is it Industrial service or consumer service or both. Give reasons for your answer.
2. According to your own assessment what may be the reasons for success of low fare budget airlines in the highly competitive environment of this industry?

Section-B (Short answer question)

(Write short notes on any four out of six –each question carry 2.5 marks each)

1. Primary or Extractive services
2. Barter system of trading
3. Derived services
4. Business Processing Organization
5. Benefits of consumerism to the economy
6. Impact of urbanization on the economy

Section C (Long answer questions)

(Answer any two questions out of four questions-the questions carry 5 marks each.)

1. Explain different stages of growth of Services Industries. What are the reasons that Information Technology is growing day by day world wide.
2. What are the features of services? How it differs from the product. Support your answer with suitable examples.
3. What do you understand by the term services? Why it is said that there are pure services and services combined with product. Give example of two of the services which may fall in the category of services combined with the product.
4. Explain the difference between the consumer goods, industrial goods Vis a Vis consumer services and industrial services. Support your answer with suitable examples.