

**MM05/eMM05
MARKETING OF SERVICES**

Time: Three hours

Maximum Marks : 100

Note :

The paper is divided into three sections : Section A, Section B, Section C. There are seven questions in section A of 10 marks each. Attempt any four. Section B has 5 questions of 15 marks each . Attempt any three.

All the questions of Section C (Case Study) are compulsory . This section is of 15 marks

Section A (10 Marks each)

1. What are challenges in managing services because of the involvement of the customers?
2. What are the characteristics of services?
3. What are the various factors for growth of services in India?
4. What is the significance of classifying service on the basis of degree of intangibility?
5. What is service quality?
6. What is a service style?
7. What is a service encounter?

Section B (15 Marks each)

8. What are the different quality gaps? Explain with the help of GAPS model of service quality ?
9. What are the various approaches to services target market selection ?

10. What is the importance of 'people' element in services ?
11. How does services marketing triangle describe the marketing effort for services?
12. What is the importance of branding and differentiation in services ?

Section C (15 Marks)
Case Study (Compulsory)

Ajmer railway station was very crowded that day , as it usually is at the end of the Urs of Khwaja Moin –ud-din Chisti each year . Everybody was nervous , excited , overwrought and pushing one another , trying not to miss their train , not to lose their luggage ...!!

Our train was due at 6:24 pm but we were at the station an hour and a half before that , even though we had bought our tickets the day before . We had to get the date on the tickets changed because , at the last moment , we had decided to leave for home a day earlier . We had been told that it's almost impossible to return on the first day itself (many of our acquaintances had spent at least two days trying to get back to Kota , but there were too many people and too few trains in this direction).

We had been warned , and expected it to be crowded . We were more than flabbergasted on seeing wild queues and a sea of people at the station. To make matters worse, only two ticket-offices were open 1 There was practically no chance of being able to change the tickets in time.

Fortunately , I somehow managed to get near the office and asked the booking clerk whether it was necessary for us to stand in the queue . The cashier wasn't very helpful and said(or rather shouted) that I should go to a railway official. When I asked him where I could find him , he didn't bother to reply. We looked around . But there was no information booth , or may be we couldn't see it because of the crowd.

We went out . There were two railway police officers on the platform , and we asked them the way to the official's office . They showed us the office but it was locked . The following note had been stuck on the door :

'we will be back in a quarter of an hour .'

He did come , but half an hour later! He was reasonably kind and didn't cause us any trouble . He didn't ask too many questions, instead he simply stamped our tickets.

With one hour left for our train's arrival , we decided to move to the platform . Unfortunately , the timetable did not indicate the appropriate platform number . We asked the rail police officers again and they said that our train would probably arrive at platform two.

There were many people waiting for this train, others were waiting for another one . No one was exactly sure if they were waiting on the right platform. At the last minute , we heard the following announcement:

'The Ajmer –Mhow train is arriving on platform three . Passengers are asked to remain calm and requested not to cross tracks where it is forbidden ...

Nobody payed heed to the announcement , as the crowd rushed towards the train . It was a real battle . Someone lost his luggage and a child was separated from his parents. Finally , some people managed to get to the train . We were lucky and even found places to sit (my friend entered the train through a window) . We were beginning to settle down nicely in our seats , when heard the TC's voice , 'I am really sorry , but this whole carriage is reserved . Someone forgot to put the reservation notice up in the compartment...

13(a) What aspect of service GAP is the author trying to highlight in the case study?

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(b) Chaos at railway station , indifferent staff, unorganized service , signifies the importance of which element of service mix ? Why this element is the most important element in services marketing?

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