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2024

COMMERCE

Paper : COM-4056

(Strategic Service Marketing)

Full Marks : 80

Time : Three hours

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

Answer all questions.

1. Choose the correct option from the following :

1×7=7

(i) Product characteristics that customers find hard to evaluate even after consumption are known as

(a) Experience attributes

(b) Search attributes

(c) Credence attributes

(d) Physical attributes

Contd.

(ii) Which of the following is not an exception in a service delivery ?

- (a) Special request
- (b) Restitution
- (c) Handling complaints
- (d) Clean toilets and washrooms

(iii) Complex and high perceived risk service rely on

- (a) Remote channels
- (b) Personal channels
- (c) Self-service channels
- (d) Impersonal channels

(iv) A key tool to design new service or redesign existing ones is known as

- (a) Design tool
- (b) Service tool
- (c) Flowcharting
- (d) Blueprinting

(v) Which of the following is not an element of the service package ?

(a) Supporting facility

(b) Facilitating goods

(c) Explicit services

(d) Services recovery

(vi) The model that depicts the dimensions identified in the service environments as ambient conditions, space/functionality, signs, symbols and artifacts is known as

(a) Servuction Model

(b) Molecular Model

(c) Servicescape Model

(d) Tricomponent Model

(vii) Which of the following is not useful in handling situations when demand is more than the optimum level ?

(a) Identify peak periods and communicate it to customers

(b) Offer insentives during high demand period

(c) Recognise regular customer and serve them first

(d) Schedule services segmentwise

2. Write short notes on **any five** of the following : 5×5=25

(i) The Service Triangle

(ii) Molecular Model of services

(iii) Dimensions to measure service quality

(iv) Types of service attributes

(v) Zone of tolerance

(vi) Branding strategies for service

(vii) Flowcharting customer service processes

(viii) Challenges of service communication

3. How does the tangibility-intangibility continuum enable effective positioning of service offers ? Service marketers must 'tangibilise the intangible'. Explain the statement citing examples of service products.

7+5=12

Or

Explain how service offers are different from physical products. Also highlight the marketing implications of each of the distinctive service characteristics. 5+7=12

4. Describe the service oriented approach as a means to avoid the 'Strategic Management Trap'. Explain the 'Servuction Model' of Service Marketing.

8+4=12

Or

Explain the concept of 'flower of service'.
Describe the issues involved in the
development of a basic service package (BSP).

7+5=12

5. How can companies differentiate their pricing strategies to gain a competitive market ?
Explain the role of frontline employees in delivering quality services.

6+6=12

Or

Describe the various factors that need to be considered while choosing a service location.
What challenges do service marketers face in managing the people element ?

7+5=12

6. Describe the components of the servicescape.
How can service providers use tangible aspects to enhance perceived quality of their offering ?

7+5=12

Or

What is the service recovery paradox ? Why is it best to deliver service as planned even if the paradox does hold good in specific context ?
