

Basavarajeswari Group of Institutions  
**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**  
 (Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN 

--	--	--	--	--	--	--	--	--	--

Course Code 

2	2	M	B	A	M	M	3	0	3
---	---	---	---	---	---	---	---	---	---

**Third Semester MBA Degree Examinations, March/April 2024**  
**SERVICES MARKETING**

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.  
 2. Question No. 8 is compulsory  
 3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Enumerate the myths about services.	03	(1 : 1 : 1)
	b. Elaborate search versus experience versus credence qualities of services? With examples.	07	(2 : 1 : 1)
	c. Determine the services marketing mix in detail.	10	(4:2:2 )
2.	a. Define market segmentation.	03	(1 : 1 : 1)
	b. Explain 3 levels of retention strategies.	07	(2 : 1 : 1)
	c. Customer retention is beneficial for the organization. Comment on this statement.	10	(3: 3: 2)
3.	a. Compare and contrast hard and soft standards.	03	(1: 2: 2 )
	b. Explain the challenges and risks in yield management.	07	(2: 2: 2 )
	c. Define waiting line strategies and discuss the four basic waiting line strategies.	10	(3: 2: 2 )
4.	a. Write a short note on emotional labour.	03	(2: 3: 3)
	b. Discuss in brief the key intermediaries in services delivery with examples.	07	(4: 4: 4)
	c. Schematically explain the human resource strategies for closing GAP 3.	10	(4: 3: 3)
5.	a. Summarize the main pricing approaches for services.	03	(2: 4: 4 )
	b. In your own words propose the concept indicating the role of servicescape.	07	(4: 4: 4 )
	c. Elaborate the key reasons for GAP 4 involving communication.	10	(4: 5: 5 )
6.	a. Enumerate service recovery? Cite an example.	03	(1: 4: 4 )
	b. Determine the process of setting customer defined service standards.	07	(4: 3: 3 )
	c. Articulate the GAPs model of service quality with the help of diagram.	10	(2: 2: 2 )
7.	a. Dissect the impact of service quality on profits.	03	(2: 3: 3)

**Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO- Programme Outcome)**

- |    |   |           |            |
|----|---|-----------|------------|
| b. | Determine the types of components of physical evidence.   | <b>07</b> | (2: 4: 4)  |
| c. | Discuss in brief the customer roles for service delivery. | <b>10</b> | (3: 4: 4 ) |

8.

### **Case Study**

Netflix's chief content officer, the company has responded to customer preferences for local content: Currently it's producing original content in 17 different markets. Importantly, Netflix sees such content production as not just local-for-local, but also local-for-global. In other words, it aims to have content attract an audience not only locally, where it is produced, but also more widely. As such, Netflix potentially reaps the benefits of investing in local content all around the world. "Netflix's Pricing Strategies to Arrest Falling Subscriber Numbers" talks about the various new pricing strategies that leading global streaming giant Netflix, Inc. was contemplating introducing to arrest the rising number of service cancellations among its subscribers. The case explores how Netflix had always been abreast of the ever-changing customer preferences in the home entertainment space and had changed its business model accordingly to serve customers, thereby emerging a winner each time. In the late 2010s, Netflix was faced with a new set of challenges. It was experiencing a fall in subscriber numbers and, consequently revenues, due to a gamut of reasons. Besides, its investment costs were also high due to the focus on content creation that it had undertaken to retain customers. Netflix was considering introducing a host of new pricing strategies – to earn revenues, retain customers, and compete effectively – thereby bringing in a change in its business model again. So, will Netflix again successfully change its business model to emerge a winner?

- |    |   |           |           |
|----|---|-----------|-----------|
| a. | Examine the various pricing strategies of Netflix and their business effectiveness. | <b>10</b> | (5: 5: 5) |
| b. | What kind of changes you suggest to Netflix to sustain in OTT market?               | <b>10</b> | (5: 5: 5) |

\*\* \*\* \*