DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD
TERM END SEMESTER EXAMINATION NOV- DEC 2019

PAPER NAME: SERVICES MARKETING
PAPER CODE: MBA-GE-MM-05
Time Allowed: 3 Hours *Max. Marks: 75*

General Instructions:

- *This question paper comprises of two pages*
- *Attempt any four questions from Section-A.*
- *Section-B is Compulsory.*
- *All questions carry equal marks.*

Section-A

Q.1: Define services. Elucidate with the help of an example the importance of marketing in the services sector. (15)

Q.2: "Marketing Environment is aggregate of all factors which influence the marketing decision". Explain the statement in the context of services sector of India. (15)

Q.3: Define the different stages involved in consumer decision making process. How the stages are important for formulating marketing strategy? (15)

Q.4: Explain the important internal factors which affect the buyer behaviour. Describe the importance of understanding consumer's post purchase behaviour for a marketer. (15)

Q.5: What role does branding plays for services? Discuss the different components of services marketing mix citing relevant example for each. (15)

Q.6: Illustrate the importance of Promotion for services. Also, throw some light on the concept of People, Process and Physical Evidence. (15)

Q.7: Define Service Quality. Suggest some ways to improve staff performance. (15)

Q.8: Write short notes on: (15)
(a) STP
(b) Managing demand and supply

Section-B

Q.9: Case Study: (15)

Amazon.com could well go down in history as a love child born of the heady fling that the stock market had with dotcoms in the late 1990s. But the company, founded by Jeff Bezos in July 1995 when the internet was still an untested business medium, is a survivor-par-excellence. It floundered a bit in the swirl of the dotcom bust, but unlike thousands that were swept away, Amazon.com reinvented itself and emerged stronger. Bezos, a computer science graduate from Princeton University, is the pioneer of Internet Retailing. His compelling vision introduced a new paradigm for retail, the click-and-buy model; buy goods from a website instead of a physical store, from wherever there is an internet connection: home, office or cyber-cafe. A model that gave convenience to buyers and mind-boggling market reach to sellers. Named after the mighty Amazon River, Amazon.com was started with an initial investment of a few thousand dollars. In less than three weeks after the website went live, Bezos and his wife Mackenzie were pulling in sales of over $20,000 a week. And soon after going public in 1997, the company had a market capitalization higher than that of its brick-and-mortar rivals. In 1999, Bezos was chosen as Time Magazine's 'Person of the Year'. But things changed soon after and the dotcom bust saw Amazon.com lose almost 90 percent of its market cap in 2000. Bezos didn't give up on his vision. He set about transforming Amazon.com from a website selling books into something much bigger: the world's largest online retailing platform. A series of tie-ups with companies like Toys R US and Target helped give the website the feel of an online supermall where a customer could buy almost anything. Marketing initiatives followed – from free shipping to highly discounted prices to very customized offerings (based on customer profile) to wide distribution through sites which can divert traffic to Amazon.com for a small commission. But the biggest move was Bezos' decision to make the site more global. The moves have paid off. The company announced its first full-year profit in 2003. It has been making money and exceeding revenue ever since. If proof was needed that there is money to be made in online retailing, this is it. And Bezos has proved that the right idea, coupled with perseverance, pays in the end making him the world's richest person.

(a) What kind of business is Amazon.com engaged in?
(b) Unfold the marketing framework of Amazon.com.
(c) What do you learn about services marketing from the Amazon's story?