

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA [Semester III]

Subject Name: Services Marketing

MM: 75

Subject Code: MBA-GE-MM-05

Time: 03Hours

Email Id of the Examiner: sadafsiraj@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: assistant.superintendent.exams@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: Rabia Shaheen-2017-334-032-MBA-III-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1. There is a trend of service delivery moving from high contact to low contact. Are service employees still important in low contact services? Choose a service of your choice & explain your answer.

Q2. (a) Explain the concept of search, experience & credence attributes in service evaluation. Illustrate through proper examples

(b) Explain the difference between the desired & adequate service levels with reference to a service experience you've recently had.

Q3. Elaborate upon the hard and soft measures of service quality. Design a questionnaire to understand the SERVQUAL perception of customers with respect to any e-commerce player.

Q4. A women's health clinic has recognized the need to segment its market. Identify three bases on which the clinic might segment the market, and identify the manner in which the product & promotion component would change in light of segmentation.

Q5. (a) Discuss the predictable Cycles of Demand levels faced by services and the underlying causes of these cyclical variations

(b) What actions can a firm take to adjust demand to more closely match capacity?