# BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN ☐☐☐☐☐☐☐☐☐☐  **Course Code** | 2 | 1 | M | B | A | M | M | 3 | 0 | 3 |

## Third Semester MBA Degree Examinations, April 2023
## 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*

| *Q. No* | | *Question* | *Marks* | *(RBTL:CO:PO)* |
|---|---|---|---|---|
| **1.** | **a.** | Write the difference between goods and services. | **03** | (2 :1 : 2) |
| | **b.** | Discuss the concept of service marketing triangle. | **07** | (2 :2 : 2) |
| | **c.** | Explain the GAP model of services. | **10** | (4 :2 : 3) |
| **2.** | **a.** | Interpret the role of marketing research in services. | **03** | (2 :1 : 2) |
| | **b.** | Discuss about three levels of retention strategies. | **07** | (2 :3 : 3) |
| | **c.** | Explain the STP in services marketing. | **10** | (4 :3 : 3) |
| **3.** | **a.** | Outline the hard and soft standards in services. | **03** | (2 :1 : 2) |
| | **b.** | Discuss the waiting line strategies in services marketing. | **07** | (2 :2 : 3) |
| | **c.** | Analyze the role of service quality in offensive and defensive marketing. | **10** | (4 :3 : 4) |
| **4.** | **a.** | Visualize about bout emotional labour. | **03** | (2 :2 : 2) |
| | **b.** | Illustrate the customer role in service delivery. | **07** | (3 :4 : 3) |
| | **c.** | Explain the key intermediaries in Service delivery. | **10** | (4 :3 : 4) |
| **5.** | **a.** | Define boundary spanning roles. | **03** | (2 :2 : 2) |
| | **b.** | Discuss "Price as an indicator of service quality. | **07** | (2 :2 : 3) |
| | **c.** | Explain the role of price, value and non-monitory cost in GAP 4. | **10** | (4 :3 : 5) |
| **6.** | **a.** | Write the myths about services. | **03** | (2 :2 : 2) |
| | **b.** | Interpret the key reasons for GAP 2. | **07** | (2 :3 : 4) |
| | **c.** | Analyze the challenges of matching supply and demand in capacity. | **10** | (4 :2 : 4) |
| **7.** | **a.** | Write the factors influencing customer expectations of services. | **03** | (2 :2 : 2) |
| | **b.** | Discuss the approaches for understanding service scapes effects. | **07** | (2 :2 : 3) |
| | **c.** | Compare the physical evidence strategies in services marketing. | **10** | (4 :2 : 4) |

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

**8.**                                    <u>**Case Study**</u>

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 and their business effectiveness. | **10** | (3 :4 : 3) |
| **b.** | Identify the impact of new pricing strategies. | **10** | (3 :4 : 4) |

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