

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Marketing of Services / MKTG 2004 Set-A**

**Semester: IV**

**Programme: BBA-AM**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions: Mention your Name & Roll No on the Top of the QP.**

**SECTION A : MCQ / Fill in the Blank [2x10=20 Marks]**

Q 1	Attempt all of them:	Marks	CO
i	Customer ..... are beliefs about service delivery that service as standards or reference points against which performance is judged. i. Expectations ii. Perception iii. Performance IV. Influences.	2	CO1
ii	The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is defines as..... i. Absolute Thresh Hold ii. Differential Thresh Hold iii. Perception iv. Expectation	2	CO1
iii	Consumer actively choose Stimuli that they want to see, known as ..... i. Selective Exposure ii. Selective Attention iii. Selective Perception iv. Selective Expectation	2	CO1
iv	'Tuning Out' of Stimuli is known as..... i. Perceptual Blocking ii. Perceptual Defense iii. Selective Blocking iv. Selective Defense.	2	CO1
v	Technique that enables marketers to plot graphically consumers' perceptions concerning product attributes of specific brands is called as..... i. Expectation Map ii. Perception Map iii. Attribute Map iv. Brand Map	2	CO1
vi	A tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view is known as..... i. Service Map ii Service Blue Print iii Perceptual Map iv. Service Gap mapping	2	CO1
vii	A service provider believes in recruiting the right people, placing them in the right place, and providing the right facilities for work. It even arranges for the basic education for the children of the employee. Which of the following areas does the firm seek to emphasis on? i. Change Management ii. Customer attraction and retention iii. Corporate Image iv. Employee retention and motivation	2	CO1
viii	A gardener in a hotel provides quality service and looks after the plants both inside the hotel and the garden outside, in close association with the interior decorator. Which step in	2	CO1

	<p>developing a service blueprint accounts for the gardener's role in the service delivery process?</p> <p>i. Identification of support services      ii Identification of customer segment      iii. Mapping the customer's view      iv. Adding physical evidence</p>		
ix	<p>Country Pizza, a new entrant, offers fast-food services similar to those offered by the existing players. Which of the following type of pricing should it adopt to induce customers to purchase and repurchase?</p> <p>i. Close Bid Pricing      ii. Penetration Pricing      iii. Market skimming      iv. Going rate pricing</p>	2	CO1
x	<p>A service provider places a photocopier at a customer's office and charges the customer for the number of pages photocopied and not for renting the photocopier. Identify the pricing strategy adopted by the service provider in this case.</p> <p>i. Benefit Driven Pricing      ii. Service guarantees      iii. Flat rate pricing      iv. Long term contracts</p>	2	CO1
<b>SECTION B : Attempt any 4 Questions [4x5 = 20 Marks]</b>			
Q 2	<p>Indian hotels are setting new standards in customer service with the help of wireless technology. These enhanced service offerings can be seen from the time customer's check into the hotel to the time they checked out. Oberoi Group sends short messaging services (SMS) conforming room reservations.</p> <p>To meet the communication needs of business travelers in a better manner, many Indian hotels have introduced Wi-Fi hot spots. Park Royal and Maurya Sheraton have three cyber butlers each, who can clear customer doubts about interactive TV that is used to display billing information, hotel's information Page and instructions regarding what customers should do during emergencies.</p> <p>In addition hotels have replaced regular televisions with flat screen televisions to keep up with the changes in customer taste.</p> <p>Identify and explain which element of Marketing Mix Indian Hotels utilized to differentiate its services?</p>	5	CO1, CO2, CO3
Q3	<p>Reference to the case 'Samsung Everland', trace the evolution of the theme park and changes Mr. Her has made. What is your assessment of them?</p>	5	CO1, CO2, CO3
Q4	<p>Reference to the case 'Samsung Everland', Is world-class performance a desirable goal for Samsung Everland? Will it provide a Sustainable competitive advantage?</p>	5	CO2, CO3
Q5	<p>Business Communication Plays a very important role in any organization as it helps the organization stay in touch with its internal as well as external customers. In fact, an organization success in communicating effectively with its internal and external customers</p>	5	CO2, CO3, CO5

	<p>determines its success in business. There are instances where organizations have failed miserably due to bad communication strategies.</p> <p>State who are the internal and external customers of a company and why should a company communicate with them? And what are the tools that can be used for internal and external communication by an organization?</p>		
Q6	<p>What does it take to give an organization a sustainable competitive advantage based on Service quality? You might want to think about some specific high quality service producers – McDonald. Singapore Airline wall-Mart etc.</p>	5	CO1, CO2, CO5
<b>SECTION-C: Attempt any 2 Questions [2x15 = 30 Marks]</b>			
Q 7	<p>Corporate Healthcare is seen as one of the fastest growing segment in the Indian economy with foreigners accounting for 12 % of all patients in top hospitals like Lilavati, Jaslok, Breach Candy etc. This is because medical care costs only 1/5th as much as it costs in the west. In what way can the Physical environment help corporate hospitals in India to woo foreign patients, considering the fact that hospital ambience is a prerequisite to attract them?</p>	15	CO2,C O3,CO 4
Q8	<p>A firm is said to have achieved a differentiated competitive advantage when its customers perceive that the service offered by it is different from that of its competitors on the basis of any of the elements of the marketing mix viz, service / product, price, promotion and distribution.</p> <p>State various criteria that a product / service should meet as a part of differentiating attributes?</p>	15	CO2,C O3,CO 4
Q9	<p>Diagrammatically Represent SEVQUAL Model and explain Service Quality GAPS in terms of prospective Problems and possible causes of each one of them?</p>	15	CO2,C O3,CO 4
<b>SECTION-D: Analytical / Situational / Case based Attempt all the questions [30 Marks]</b>			
Q10	<p><b>CASELET:-</b></p> <p><b>CGH Earth</b> (CGH), formerly the Casino Group of Hotels, began their operations in 1957 as a restaurant catering to the dock workers and commuters of Willingdon Island, Kochi (Kerala). The group grew gradually, setting up seven resorts – Coconut Lagoon, Spice Village, The Marari Beach, The Brunton Boatyard, Spice Coast Cruises, Bangram Island Resort and the Casino Hotel – in Kerala and Lakshwadeep. The group specialized in resorts that offered a local flavor, environmental sensitivity and an original and quality experience as its USP.</p>		

In line with their USP, each property of CGH offered a different environment, giving the tourists varied experiences at each resort. The Coconut Lagoon for example offered a collection of old Kerala homes called 'Tharavad', exuding a typical Kerala atmosphere. The resort also offered specialized cuisines, an exhibition of the performing arts, an Ayurveda center and the simple joys of life on the backwaters. Other services offered by the resort included sunset cruises and a visit to a bird sanctuary. Guests were also allowed to indulge in their hobby of cooking with exotic spices.

The spice village in Thekkady, set in the spice growing Cardamom hills, was given the shape of a tribal village in a spice garden. The roofs of the houses in the village were made of grass and one could smell the aroma of pepper, nutmeg and other spices all around. To retain the natural look of the rooms, there were no luxuries such as AC's and TV's in them. This resort offered additional services like library, jungle treks, a special tiger room that had slide shows, and indoor games.

The Marari Beach resort was built to resemble a traditional fishing village with thatched villas designed to blend in with the local surroundings. However, for the convenience of the modern traveler, all the villas were air-conditioned with twin or double beds, a mini bar, coffee making facilities, a delightfully furnished verandah with a ceiling fan and bathrooms built traditional Kerala style with open-air courtyard, complete with banana or papaya tree. Apart from these, extra services include an Ayurveda centre, exclusive sea food cuisine, an amphitheatre for cultural shows, as well as a beach volleyball court for entertainment. To add to the pleasures of local sightseeing, guests were even provided with bicycles.

The Brunton Boatyard Provided visitors an insight into Kerala's colonial history. The resort was built in the shape of a ship, complete with arches and ancient fans. A special feature of this hotel was the king-sized beds made of rosewood and teak. The Lakshwadeep resort, apart from offering the ambience of a village, had various sports for their customers such as scuba diving, snorkeling, deep sea fishing, kayaking and so on.

CGH took advantage of the beautiful backwaters of Kerala, offering cruises on houseboats that were equipped with basic facilities like bedroom with attached bathroom, and a kitchen. The services of a guide were also provided. Emphasizing the importance of ambience, Jose Dominic, M.D, CGH, commented, 'I believe that ambience that will succeed in an enduring manner is one that would capture the local ethos'. The product differentiation was targeted at leisure traveler who wanted to connect with nature. CGH maintained its customer base by its innovative concepts backed by competent staff, which provided good customer service.

CGH tied up with various travel agents like Kanoo Holidays, Akshaye Holidays etc. to have an assured supply of visitors. A variety of packages were offered, including an eight-day tour of Kerala that covered a stay in all their resorts. As an innovative measure, the packages had names like The Coconut holiday, Curry and Rice Holiday etc. Apart from this CGH also used Ayurvedic treatments to target foreign travelers.

	<p>In a focused re-branding exercise, they changed their name from Casino Hotels to their resorts. To offer more variety to their customers, they embarked on an expansion plan, starting three projects in Karnataka to cash in on the local environment. Starting with the Gokarna beach resort, they planned to offer yoga as the theme of the hotel, in line with the local practices around that area. Further, CGH started organic farming in Kerala's Idukki district with the idea of attracting tourists during the harvest season.</p> <p>In addition to providing good ambience and cuisine, the frontline staff of CGH was given the opportunity of taking the initiative in managing the resorts. In recognition for his unique products, Jose Dominic, MD, CGH received a special award in 2002-2003 from the Union Ministry of Tourism for his pioneering efforts in resort development. In the same year, Marari Beach Resort won an award for the best three star hotels.</p>		
Q10A	CGH stands for clean green home. How has CGH Earth integrated this concept with their various services and leveraged on it to offer a unique experience in each of their resorts?	10	CO2, CO4
Q10B	What were the various services offered by CGH resorts in addition to the local ambience and cuisine, which were in line with the locational preference targeting specific tourist segment?	10	CO3, CO4,
Q10C	Discuss the sources of Customer Expectations of Service, Including those that are controllable and uncontrollable by marketers?	10	CO2, CO3, CO4

<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Course: Marketing of Services / MKTG 2004 Set-B**

**Semester: IV**

**Programme: BBA-AM**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions: Mention your Name & Roll No on the Top of the QP.**

**SECTION A : MCQ / Fill in the Blank [2x10=20 Marks]**

Q 1	Attempt all of them:	Marks	CO
i	Customer ..... are beliefs about service delivery that service as standards or reference points against which performance is judged. ii. Expectations ii. Perception iii. Performance IV. Influences.	2	CO1
ii	The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is defines as..... ii. Absolute Thresh Hold ii. Differential Thresh Hold iii. Perception iv. Expectation	2	CO1
iii	Consumer actively choose Stimuli that they want to see, known as ..... ii. Selective Exposure ii. Selective Attention iii. Selective Perception iv. Selective Expectation	2	CO1
iv	'Tuning Out' of Stimuli is known as..... ii. Perceptual Blocking ii. Perceptual Defense iii. Selective Blocking iv. Selective Defense.	2	CO1
v	Technique that enables marketers to plot graphically consumers' perceptions concerning product attributes of specific brands is called as..... ii. Expectation Map ii. Perception Map iii. Attribute Map iv. Brand Map	2	CO1
vi	A tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view is known as..... ii. Service Map ii Service Blue Print iii Perceptual Map iv. Service Gap mapping	2	CO1
vii	A service provider believes in recruiting the right people, placing them in the right place, and providing the right facilities for work. It even arranges for the basic education for the children of the employee. Which of the following areas does the firm seek to emphasis on? i. Change Management ii. Customer attraction and retention iii. Corporate Image iv. Employee retention and motivation	2	CO1
viii	A gardener in a hotel provides quality service and looks after the plants both inside the hotel and the garden outside, in close association with the interior decorator. Which step in	2	CO1

	<p>developing a service blueprint accounts for the gardener's role in the service delivery process?</p> <p>i. Identification of support services      ii Identification of customer segment      iii. Mapping the customer's view      iv. Adding physical evidence</p>		
ix	<p>Country Pizza, a new entrant, offers fast-food services similar to those offered by the existing players. Which of the following type of pricing should it adopt to induce customers to purchase and repurchase?</p> <p>i. Close Bid Pricing      ii. Penetration Pricing      iii. Market skimming      iv. Going rate pricing</p>	2	CO1
x	<p>A service provider places a photocopier at a customer's office and charges the customer for the number of pages photocopied and not for renting the photocopier. Identify the pricing strategy adopted by the service provider in this case.</p> <p>i. Benefit Driven Pricing      ii. Service guarantees      iii. Flat rate pricing      iv. Long term contracts</p>	2	CO1

**SECTION B : Attempt any 4 Questions [4x5 = 20 Marks]**

Q 2	Diagrammatically Represent SEVQUAL Model and explain Service Quality GAPS in terms of prospective Problems and possible causes of each one of them?	5	CO1, CO2, CO3
Q3	The pricing strategies of a firm depend largely on the objectives of the firm and the way it wants to position itself in the market. Therefore, marketers should have a clear understanding of the company objectives and market conditions to design an effective pricing strategy. Discuss various objectives of pricing that an organization considers before pricing its services?	5	CO1, CO2, CO3
Q4	Reference to the case, 'Amazone.com'. Why is customer Service important for Amazon.com?	5	CO2, CO3
Q5	New Services or Products can be developed and introduced either in the existing markets or in completely new markets. Diagrammatically represent new service development process?	5	CO2, CO3, CO5
Q6	Reference to the case 'Amazone.com', Do you agree with Bezos Strategy 'get big fast' over 'get profitable fast'?	5	CO1, CO2, CO5

**SECTION-C: Attempt any 2 Questions [2x15 = 30 Marks]**

Q 7	Consider a retail outlet that specifies that a product purchased from it can be exchanged if brought back within ten days from the date of sales. A customer may go for the exchange after twelve days claiming that the shop was closed for last three days. The retailer in this case may refuse to allow the exchange. This leads to a conflict between the customer and the owner. Meanwhile, a shop floor executive pops in and supports the customer as the shop	15	CO2, CO3, CO4
-----	--	----	---------------

	<p>was indeed closed for the last three days. This leads to an argument between the executive and the retailer.</p> <p>Identify and State the type of conflicts stated in the above mentioned situation and possible solution to avoid such situations?</p>		
Q8	<p>Business Communication Plays a very important role in any organization as it helps the organization stay in touch with its internal as well as external customers. In fact, an organization success in communicating effectively with its internal and external customers determines its success in business. There are instances where organizations have failed miserably due to bad communication strategies.</p> <p>State who are the internal and external customers of a company and why should a company communicate with them? And what are the tools that can be used for internal and external communication by an organization?</p>	15	CO2,C O3,CO 4
Q9	<p>Indian hotels are setting new standards in customer service with the help of wireless technology. These enhanced service offerings can be seen from the time customer's check into the hotel to the time they checked out. Oberoi Group sends short messaging services (SMS) conforming room reservations.</p> <p>To meet the communication needs of business travelers in a better manner, many Indian hotels have introduced Wi-Fi hot spots. Park Royal and Maurya Sheraton have three cyber butlers each, who can clear customer doubts about interactive TV that is used to display billing information, hotel's information Page and instructions regarding what customers should do during emergencies.</p> <p>In addition hotels have replaced regular televisions with flat screen televisions to keep up with the changes in customer taste.</p> <p>Identify and explain which element of Marketing Mix Indian Hotels utilized to differentiate its services?</p>	15	CO2,C O3,CO 4
<p><b>SECTION-D: Analytical / Situational / Case based</b>  <b>Attempt all the questions [30 Marks]</b></p>			
Q10	<p><b>CASELET:-</b></p> <p><b>CGH Earth</b> (CGH), formerly the Casino Group of Hotels, began their operations in 1957 as a restaurant catering to the dock workers and commuters of Willingdon Island, Kochi (Kerala). The group grew gradually, setting up seven resorts – Coconut Lagoon, Spice Village, The Marari Beach, The Brunton Boatyard, Spice Coast Cruises, Bangram Island Resort and the Casino Hotel – in Kerala and Lakshwadeep. The group specialized in resorts that offered a local flavor, environmental sensitivity and an original and quality experience as its USP.</p>		



In line with their USP, each property of CGH offered a different environment, giving the tourists varied experiences at each resort. The Coconut Lagoon for example offered a collection of old Kerala homes called 'Tharavad', exuding a typical Kerala atmosphere. The resort also offered specialized cuisines, an exhibition of the performing arts, an Ayurveda center and the simple joys of life on the backwaters. Other services offered by the resort included sunset cruises and a visit to a bird sanctuary. Guests were also allowed to indulge in their hobby of cooking with exotic spices.

The spice village in Thekkady, set in the spice growing Cardamom hills, was given the shape of a tribal village in a spice garden. The roofs of the houses in the village were made of grass and one could smell the aroma of pepper, nutmeg and other spices all around. To retain the natural look of the rooms, there were no luxuries such as AC's and TV's in them. This resort offered additional services like library, jungle treks, a special tiger room that had slide shows, and indoor games.

The Marari Beach resort was built to resemble a traditional fishing village with thatched villas designed to blend in with the local surroundings. However, for the convenience of the modern traveler, all the villas were air-conditioned with twin or double beds, a mini bar, coffee making facilities, a delightfully furnished verandah with a ceiling fan and bathrooms built traditional Kerala style with open-air courtyard, complete with banana or papaya tree. Apart from these, extra services include an Ayurveda centre, exclusive sea food cuisine, an amphitheatre for cultural shows, as well as a beach volleyball court for entertainment. To add to the pleasures of local sightseeing, guests were even provided with bicycles.

The Brunton Boatyard Provided visitors an insight into Kerala's colonial history. The resort was built in the shape of a ship, complete with arches and ancient fans. A special feature of this hotel was the king-sized beds made of rosewood and teak. The Lakshwadeep resort, apart from offering the ambience of a village, had various sports for their customers such as scuba diving, snorkeling, deep sea fishing, kayaking and so on.

CGH took advantage of the beautiful backwaters of Kerala, offering cruises on houseboats that were equipped with basic facilities like bedroom with attached bathroom, and a kitchen. The services of a guide were also provided. Emphasizing the importance of ambience, Jose Dominic, M.D, CGH, commented, 'I believe that ambience that will succeed in an enduring manner is one that would capture the local ethos'. The product differentiation was targeted at leisure traveler who wanted to connect with nature. CGH maintained its customer base by its innovative concepts backed by competent staff, which provided good customer service.

CGH tied up with various travel agents like Kanoo Holidays, Akshaye Holidays etc. to have an assured supply of visitors. A variety of packages were offered, including an eight-day tour of Kerala that covered a stay in all their resorts. As an innovative measure, the packages had names like The Coconut holiday, Curry and Rice Holiday etc. Apart from this CGH also used Ayurvedic treatments to target foreign travelers.

	<p>In a focused re-branding exercise, they changed their name from Casino Hotels to their resorts. To offer more variety to their customers, they embarked on an expansion plan, starting three projects in Karnataka to cash in on the local environment. Starting with the Gokarna beach resort, they planned to offer yoga as the theme of the hotel, in line with the local practices around that area. Further, CGH started organic farming in Kerala's Idukki district with the idea of attracting tourists during the harvest season.</p> <p>In addition to providing good ambience and cuisine, the frontline staff of CGH was given the opportunity of taking the initiative in managing the resorts. In recognition for his unique products, Jose Dominic, MD, CGH received a special award in 2002-2003 from the Union Ministry of Tourism for his pioneering efforts in resort development. In the same year, Marari Beach Resort won an award for the best three star hotels.</p>		
Q10A	CGH stands for clean green home. How has CGH Earth integrated this concept with their various services and leveraged on it to offer a unique experience in each of their resorts?	10	CO2, CO4
Q10B	What were the various services offered by CGH resorts in addition to the local ambience and cuisine, which were in line with the locational preference targeting specific tourist segment?	10	CO3, CO4,
Q10C	Discuss the sources of Customer Expectations of Service, Including those that are controllable and uncontrollable by marketers?	10	CO2, CO3, CO4