

PGDM (IBM), 2017-19
Services Marketing & CRM
INS-304

Trimester – III, End-Term Examination: March 2018

Time allowed: 2 Hrs and 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No. on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

- Q1. One of the underlying frameworks in Services is the Services Marketing Mix. Discuss why each of the three new mix (People, Process & Physical Evidence) is included.
- Q2. Name three services you purchase in which price is a signal to quality. Do you believe that there are true differences across services that are priced high and those that are priced low?
- Q3. How can an effective physical evidence strategy help close provider Gap 2? Explain with a suitable example.
- Q4. Do you believe that any of your service expectations are unrealistic? Which ones? Should a service marketer try to address unrealistic customer expectations?
- Q5. Discuss the reasons why service companies generally receive lower satisfaction ratings through different rating agencies than non durable & durable product companies?

Section B

Q1. Assume that you are the manager of a department store. Discuss general strategies you might use to maximize customer's positive perceptions of your department store. How would you know if you were successful?

Q2. Discuss the benefits to a company of having an effective service recovery strategy. Describe an instance in which you experienced (or delivered as an employee) an effective service recovery. In what ways did the company benefit in this particular situation?

Q3. Think about a service organization that retains you as a loyal customer. Why are you loyal to this provider? What are the benefits to you of staying loyal and not switching to another provider? What would it take for you to switch?

Section C

Case Study (Compulsory): 15 marks

Four Customers in Search of Solutions

CHRISTOPHER LOVELOCK

Four telephone subscribers from Kanpur call their telephone company to complain about a variety of problems. How should the company respond in each instance?

Among many customers of telephone services in Kanpur, four individuals are living in Swarup Nagar, a middle-class suburb of the city. Each of them has a telephone-related problem and decides to call the company about it.

Sachin Awasthi

Sachin Awasthi grumbles constantly about the amount of his home telephone bill (which is, in fact, at the top 2 percent of all household phone bills in Kanpur). There were many calls to the countries in Southeast Asia on the weekday mornings, calls almost daily to Delhi around mid-day and calls to Mumbai and Chennai, thereafter. One day, he receives a telephone bill which is even larger than usual. On reviewing the bill, he is convinced that he has been overcharged, so he calls the phone company to complain and request an adjustment.

Mariam Narohna

Mariam Narohna has missed several important calls recently because the caller received a busy signal. She phones the customer service department to find any possible solution for this problem. Narohna's telephone bill is at the median level for a household subscriber. (The median is the point at which 50 percent of all bills are higher and 50 percent are lower.) Most of the calls from her house were local, but there were occasional international calls to New York or to other cities of the United States as well. She did not subscribe to any value-added services.

Seetha Agrawal

During the past several weeks, Seetha Agrawal has been distressed to receive a series of hoax telephone calls. It sounds like the same person each time. She calls the telephone company to see if they can put a stop to this harassment. Her phone bill is at the bottom 10 percent of all household subscriber bills, and almost all the calls made were local only.

Raghunath Sengupta

For more than a week, the phone line of his house has been making strange humming and crackling noises, are making it difficult to hear what the other person speaks. After hearing comments on these distracting noises from two of his friends, he calls to report the problem. His guess is that it is being caused by the answering machine, which is fairly old and even sometimes loses messages even. Sengupta's phone bill is at the 75th percentile for a household subscriber. Most of the calls were made to many locations within India, usually in the evenings and over the weekends, though there were few calls to London too.

Questions

1. Strictly based on the information available in the case, how many possibilities do you see to segment the telecommunications market?
2. As a customer service representative, how would you address each of the problems and complaints that are reported?
3. As a marketing manager, do you see any marketing opportunities for the telephone company in these complaints?