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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXAMINATION: DECEMBER - 2023

SEMESTER - IV

Sub: Services Marketing (MMM405)

Date	: 27/12/2023	Total marks: 60	Time: 10.00am to 12.30pn	1
		<u>SECTION – I</u>		
Q. 1.	Fill in the blanks.		((5)
1.	The ability to perform the promised service dependably & accurately means			
	a) Ruthlessness	c) Rigidity		
	b) Reliability	d) None of these		
2.	is NOT an element of Services Marketing Mix			
	a) Price	c) Premium		
	b) Process	d) Physical Evidence		
3.	Brochures, letterheads, business cards, signage, equipments are the representation of the service.			
	a) Tangibles	c) Intangibles		
	b) Edibles	d) Eligibles		
4.	is an element of Services Marketing Mix.			
	a) Projection	c) People		
	b) Procurement	d) Planning		
5.	ATM Machine of the bank is an example of			
	a) Intangible Evidence	c) Physiological Evid	lence	
	b) Physical Evidence	d) None of these		
Q. 2.	Answer the following. (Any	Two)	(2	20)
1.	Discuss 7 Ps of Service Ma	rketing Mix.		
2.	Define Service Quality and its features.			
3.	Discuss Service GAP Mode	el		
4.	Discuss the role of Service	as key differentiator for manuf	acturing industries.	
Q. 3.	Write notes on. (Any Two)		(1	10)
1.	Difference between Goods	and Services		
2.	Service Guarantee			
3.	Personalised services			

SECTION - II

Q. 4. Case Study (15)

XYZ Fitness Center is a well-established gym chain that has been in operation for the past decade. It caters to a diverse clientele ranging from fitness enthusiasts to individuals seeking weight loss and muscle gain. The gym offers a variety of services including personal training, group classes, specialized workout programs, nutrition counseling, and state-of-the-art equipment.

Recently, the gym has seen a decline in membership retention rates and a decrease in new memberships despite the increasing demand for fitness-related services in the market. XYZ Fitness Center faces stiff competition from newly opened gyms that are offering innovative fitness programs and technology-integrated workout experiences.

Questions:

- 1. Identify the potential reasons behind the decline in membership retention and new memberships for XYZ Fitness Center.
- 2. What strategies can XYZ Fitness Center employ to differentiate itself from its competitors and attract new members?
- 3. Discuss the importance of customer experience in the services industry. How can XYZ Fitness Center enhance its customer experience to retain existing members and attract new ones?

O. 5. Answer the following:

a) Discuss 4 'I' sand 1 'O' of services

OR

b) Discuss AIDA model in relation to services.

(10)