22 BA 302- SERVICES MARKETING

Subject Code:	22 BA 302	I A Marks	30
No. of Lecture Hours / Week	06	End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	01 Hour/Week	Exam Hours	03
Year of Introduction :1987	Year of Offering :2017	Year of Revision :2019	Percentage of Revision :10%
Course Focus	*Employability*	Entrepreneurship	Skill Development.

Course Objective: The objective of this course is to develop insights into emerging trends in the service sector and tackle issues involved in the management of services.

COURSE OUTCOMES: By the end of the course students will be able to

CO-1 Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.

CO-2 Understand the expectations of customers and know how to translate this knowledge into genuine value for customers.

CO-3 Interpret service behavior and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management.

CO-4 Provide an idea about service quality and its position in a service marketing strategy.

CO-5 Apply new approaches to managing customer satisfaction and loyalty and managing service failure and recovery, handling customer complaints and customer relationship marketing.

COURSE CONTENT

UNIT-I: Introduction to Services Marketing: Services**:** Meaning, Nature, Scope, Characteristics, Classification of Services and Growing Significance of Services Marketing; Difference between Goods and Services in Marketing; Environment of Service Marketing (Micro as well as Macro) Concept of Service Marketing Triangle, Myths about Services Marketing; Recent Trends &Opportunities in Services Marketing.   **(15 Hours)**

UNIT-II: Consumer Behaviour in Services: Search, Experience and Credence Property; Customer Expectation of Services: Two levels of Expectation, Zone of Tolerance, Factors influencing Customer Expectation of Services; The Three Stage Model of Consumer Behaviour Applied to Services; Customer Perception of Services: Factors influencing Customer Perception of Service; Market Segmentation and Positioning Services in Competitive Markets.   **(15 Hours)**

UNIT-III: Services Marketing Mix: Service Product: Meaning, Definition, Product Levels, Service Branding and Service Life Cycle; Pricing of Services: Pricing Concept, Pricing Strategies for Services; Communications Mix for Services: Integrated Communication; Service Distribution: Components of Service Delivery System and Distribution Strategies for Services; Concept of Service Encounter, Moment of Truth; Concept of Services capes and

Physical Evidence; Concept of Process: Types of Process, Role of Process in Various Services, Customer Role in Service Process, Developing and Managing Service Processes.

(15 Hours)

UNIT-IV: Customer Satisfaction & Service Quality Management: Concept of Customer Satisfaction, Determinants of Customer Satisfaction, Monitoring, and Measuring Customer Satisfaction; Service Quality Model: Parsuraman -Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF; Technology & Service Strategy: Applying Technology to Service Settings, e-services. **(15 Hours)**

UNIT-V: Relationships, Complaining & Service Recovery: Building and Managing Customer Relationships; Service Deficiencies Service, Failure, and Recovery Services Strategies; Service Innovation and Design, Cost Effective Service Excellence, Customer Profitability and Lifetime Value; Managing Customer Loyalty: Churn Diagnostic and Customer Retention; Service Audit. **(15 Hours)**

Case Study (Not Exceeding 300 words)

PRACTICAL COMPONENT:
- Ask students to choose a service industry of their choice at the beginning of the semester.
- Ask them to do an in-depth study of the industry and give a presentation at the end of everyModule relating to the concepts of that Module to the industry.
- Students can prepare service blueprints for any service of their choice.
- Students can do a role play on service recovery.
- Identify any existing services. Locate loopholes in their design and suggest modifications.

REFERENCES:
1. Lovelock. Christopher H., Services Marketing, Pearson Education, New Delhi.
2. ValeriZeithmal and Mary Jo Bunter, Services Marketing, Tata McGraw Hill, New Delhi.
3. Ravi Shankar, Services Marketing, Excel Books, New Delhi.
4. K. Ram Mohan Rao, Services marketing, Pearson Education, New Delhi.
5. Newton M P Payne, A., The Essence of Services Marketing, New Delhi, Prentice Hall of India.
6. Apte, Services Marketing, Oxford University Press.
7. Christian Gronrose, Services Management and Marketing, Maxwell Macmillan.
8. Kenneth E.Clow& David L.Kurtz, Servies Marketing, Wiley India, New Delhi

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MODEL QUESTION PAPER
PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE
M.B.A. (REGULAR) DEGREE EXAMINATION
Third Semester
22 BA302 – SERVICES MARKETING
W.e.f 2022-2023

Duration: 3 hours   **Maximum Marks: 70**

SECTION- A

Answer the Following Questions   **5×4=20 Marks**

1a) Define Service Marketing Triangle (CO1) (L1)
(OR)
 b) What is Services Marketing Environment? (CO 1) (L1)
2a) Explain the Credence Property CO 2) (L2)
(OR)
 b) Outline the concept Market Segmentation. (CO 2)(L2)
3a) List out the Components of Service Delivery System. (CO 3)(L1)
(OR)
b) Define Integrated Marketing Communication (CO 3) (L1)
4a) Explain SERVQUAL (CO 4) (L2)
(OR)
 b) Outline the importance of e-services(CO 4) (L2)
5a) Define Customer Relationship (CO 5) (L1)
(OR)
 b) What is meant by Service Audit? (CO 5) (L1)

SECTION – B

Answer All Questions   **5×8=40Marks**

6.a) Define Service. Briefly explain the nature and scope of services marketing (CO 1) (L1)
(OR)
 b) What are the Recent Trends & Opportunities in Services Marketing?(CO 2)(L1)

7.a) Explain the Three Stage model of Consumer Behaviour.(CO 2)(L6)(L2)
(OR)
 b) Outline the Factors influencing Customer Perception of Service. (CO 2)(L2)

8.a) Build different Pricing Strategies for Services (CO 3) (L3)
(OR)
 b) Develop the role of Customer in Service Process (CO 3) (L3)

9.a)Examine the various measures of Customer Satisfaction (CO 4)(L4)

(OR)

b) Analyse the Importance of Technology to Service Settings (CO 4) (L4)

10.a) Explain the Customer Loyalty in Service organisations(CO 5)(L5)

(OR)

B)Evaluate the service deficiencies and suggest measures to minimise them (CO 5)(L5)

SECTION C,(1 x 10 =10 marks)

Case study (Compulsory)

11. World Gym began operations in 1995 in a large city. The company's objective was to meet the fitness needs of a diverse clientele, from the professional body builder to the overweight person, World Gym's pricing plan was to have a fitness facility that targeted the common person,a fitness facility that was not on the high end or the low end, but in the middle price range. In the beginning it planned to challenge the price of the top-of-the-line facilities. It offered its services in big spacious center in a high-traffic area, a part of city that was becoming gentrified. There was little competition in the area. The establishment's large space, with natural light coming in, set it apart from competitors. The company expected its members to come from other clubs and facilities not only in the immediate neighbourhood, but all around the city. It saw its trade area as the neighbourhoods within an 8-10 minute drive. The company decided to begin by marketing its product to people who were already working out but wanted something unique. When the company opened its fitness facility, consumers readily accepted it. World Gym membership far exceeded expectations. It now has 3,000 members. As many as 2,000 people come on a given day. For years World Gym had few serious competitors. In the city, permits are required to open a gym and thus are an obstacle to potential competitors. And the cost of opening a 35,000-square-foot facility is an additional barrier to entry.

Questions

(a) Was World Gym's pricing plan appropriate in a market where there was a relatively low supply of services?

(b) Over time World Gym's membership exceeded expectations. Demand was strong and constant. What impact might this situation have on the company's pricing strategy? On product strategy?

(c) Suppose the company learns that two new competitors plan to open fitness facilities within a mile of World Gym. How might the increased supply of services affect World Gym's pricing policy?

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