**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, OCTOBER-2020**

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| Course Name | **Services Marketing** | Course Code | **MKT407** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

1. **All questions are compulsory**
2. **Questions carry equal marks**
3. **Please write in the space provided, NO extra sheets would be provided, articulated well to optimize the space**
4. **Quality of answers will be appreciated**
5. **Linking of concepts learned in class to the responses will be highly appreciated**

…………………………………………All The Best !……………………...…………………………

**Q1.** Elaborate on differences between optimal capacity and maximum capacity utilization. Discuss an example of a situation in which the two might be the same and one in which they are different.

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Q.2. Describe the nonmonetary costs involved in the following services: getting an automobile loan, membership of a club, having a pathology test done, attending an MBA program, getting a haircut.

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Q.3. Select a service provider and propose ways this person could positively influence the five dimensions of service quality in the context of delivering his or her service.

Q.4 Imagine that you are serving as consultant to a local fast-food restaurant. Build an effective physical evidence strategy for the restaurant?

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