

International Islamic University Chittagong

Department of Business Administration

Program: BBA

Final Examination, Spring 2018

Course Title: Services Marketing, Course Code: MKTG-4804

Time: 2 hr 30 min

Marks: 50

[Answer any **five** of the following questions. Figures in the right hand margin indicate marks.]

- Q-1. a) Why service employees are critical to the success of any service organization? 4
b) Describe any two of human resource strategy themes and why each plays an important role in building a customer –oriented organization? 6
- Q-2. Briefly elaborate the approaches for addressing service communication challenges. 10
- Q-3. a) Why physical evidence has importance in services marketing? Describe the roles of servicescape. 4
b) Design a service blue print of a Hotel in Cox's Bazar and Narrate the components of the blue print of that hotel. 6
- Q-4. a) Explain the three key ways that service prices are different for customers. 4
b) Which pricing strategies would you like to take when the customers means "Value is all that I get for all that I give" and "value is everything I want in a service"? 6
- Q-5. a) Yield management programs can significantly improve revenues. By becoming focused on maximizing financial returns, an organization may encounter some risks and challenges. Briefly explain those risks and challenges. 5
b) Reflect on your own role as a front line service provider. Narrate different types of conflicts with example. 5
- Q-6. a) You are the decision maker of your Company. Your company is now facing excess demand but has limited capacity. Now how can you shifting this demand to match capacity? 5
b) How can you make waiting more pleasurable? 5
- Q-7. Write short notes on the following: 2*5
Approaches for Addressing Service Intangibility, Service profit chain, Empower employees, List the advantages and cons of agents and franchise, Yield management in service organization.