



- Q-3** (a) What is the role of Physical Evidence in Effective service delivery? Explain with an example. **07**  
(b) Discuss: Pricing Tripod **07**

- Q-4** (a) Select any service organization of your choice and design blueprinting for it. **07**  
(b) Explain WHEEL OF LOYALTY. **07**

**OR**

- Q-4** (a) Explain the GAP model with example. **07**  
(b) What is the importance of social networking website like Face book, You Tube & Twitter in service sector? Can these websites have been used as a part of integrated marketing communication mix in services marketing? **07**

- Q-5** **SIX TO SEVEN TELE-COMMUNICATION** **14**

Six to Seven is a telecommunications company marketing state of the art telecommunications equipment. The company is currently in the process of developing a new generation type of mobile phones. When developed, this phone will enable users not only to make standard telephone calls and connect to the Web, but will have a small screen which will enable users to view the person at the other end of the line in high definition, unlike competitors' models whose definition characteristics leave a lot to be desired. Needless to say, investment to develop the technology and market the product is substantial.

As part of the development process, the company is eager to find out more about potential customers for this product. In particular, they are interested in finding out if there is a market for the product, how big this market might be, and how customers will respond to this concept. They propose hiring a specialist market research agency with skills in the area of researching buyer behaviour, particularly for new product concepts.

**Answer the following questions:**

1. What areas of buyer behavior should this proposed research encompass, and why?
2. What types of research techniques might be useful in researching these areas?

**OR**

- Q-5** **Case study: SSD Infotech** **14**

During the boom time, many firms providing computer education to the students used to survive & thrive in the Indian Market. But the boom did not last forever and the bust that followed took its toll on the educational IT services sector. Aptech sold of its business to SSI and many other firms exited in the business.

SSD Infotech also its business squeezed and had to think of new segments. The company refocused its attention on the corporate segment which also require computer training for its employees. Over a period, the business that came from the corporate sector swelled from 20% of its total to 65% of the total. At the same time, its affiliated channels through whom a lot of its customers (Students) business was came down from 200 to 125 in number signaling the decline in that segment.

In bad time, it makes sense to have a re-look at the segmentation and overall marketing strategy. This may involve re-positioning at times, in line with the requirement of the new segments being targeted. Also it could involve changes in the Extended Marketing Mix of the services.

**Answer the following questions:**

1. What changes do you suggested in the extended 3Ps of service marketing to SSD?
2. What do you think, how effective it will be to implement in the decline phase of service organization?

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