

**Code No: MB194C1/19**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA  
VIZIANAGARAM**

**MBA IV Semester Regular/Supplementary Examinations, May-2025.  
Services Marketing**

**Time: 3 Hours**

**Max. Marks: 75**

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*Answer any FIVE Questions One Question from Each Unit  
All Questions Carry Equal Marks*

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**UNIT-I**

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|----|---|---|-----|
| 1. | a | Differentiate Goods Vs Services.                                      | 6 M |
|    | b | List out and explain the attributes of 7Ps of services marketing mix. | 6 M |

**OR**

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|----|---|--|-----|
| 2. | a | Discuss the application of STP strategy in Services.               | 6 M |
|    | b | Elaborate the process of new service development stage-gate model. | 6 M |

**UNIT-II**

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|----|---|---|-----|
| 3. | a | Explain the following pricing strategies in detail.<br>[1] Dynamic pricing in services.<br>[2] Value added pricing in services. | 6 M |
|    | b | “The role of communication mix is very crucial in delivering a successful service to the customer”, critically evaluate.        | 6 M |

**OR**

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|----|---|---|-----|
| 4. | a | Explain the following pricing strategies in detail.<br>[1] Premium pricing in services.<br>[2] Psychological pricing in services. | 6 M |
|    | b | List out and explain the attributes of marketing communication mix in services.   | 6 M |

**UNIT-III**

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|----|---|--|-----|
| 5. | a | Apply the SERVQUAL model to telecom services and explain each gap in detail. | 6 M |
|    | b | Discuss in detail the main reasons for service failures.                     | 6 M |

**OR**

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|----|---|--|-----|
| 6. | a | What do you mean by Customer Relationship Marketing? Explain various practices of CRM. | 6 M |
|    | b | Discuss in detail about the service recovery strategies.                               | 6 M |

**UNIT-IV**

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|----|---|---|-----|
| 7. | a | “Service Employees play very important role in successful service delivery”, critically evaluate. | 6 M |
|    | b | What strategies do you adopt for Designing and Managing Service Processes?                        | 6 M |

**OR**

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|----|---|--|-----|
| 8. | a | “Service Process plays very important role in customer satisfaction”, critically evaluate. | 6 M |
|    | b | Explain various strategies towards Managing People for capturing Service Advantage.        | 6 M |

**UNIT-V**

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|----|---|--|-----|
| 9. | a | Apply 7Ps of services marketing in for Financial Services. | 6 M |
|    | b | Apply 7Ps of services marketing in for Health Services.    | 6 M |

**OR**

- |     |   |  |     |
|-----|---|--|-----|
| 10. | a | Apply 7Ps of services marketing in for Hospitality Services. | 6 M |
|     | b | Apply 7Ps of services marketing in for Tourism Services.     | 6 M |

**CASE STUDY**

Pizza Hut provides the impression of being in the right location at the right time. Pizza Hut is always on point, whether it's a heart-shaped pizza for Valentine's Day or a special promotion for the Cricket World Cup. In the summer of 2000, Pizza Hut introduced its initial Pizza Pooch menu and a Birthday Party package designed particularly for children aged 6 to 10. "There is a special need to cater to this demographic," claimed Tricon Restaurants International's senior marketing manager. Because children are still under their parents' supervision at this age, they see themselves as teenagers with the authority to choose or demand a certain brand of their choice."

Tricon Restaurants, which owns Pizza Hut, Taco Bell, and Kentucky Fried Chicken (KFC), has about 29,000 restaurants globally. Paris has the most Pizza Huts, followed by Moscow and Hong Kong. Pizza Hut commenced operations in India with a single outlet around seven years ago. It has acknowledged the cultural differences in India, as well as the influence of religion in certain subcultures' purchasing habits. It has subsequently extended to several locations, including a 100% vegetarian restaurant in Ahmedabad.

Pizza Hut's growth has been fuelled by smart advertising and a well-known brand. "Our focus is not only on making great pizza, but also on generating excitement and providing excellent customer service," said the senior marketing manager. The manager went on to emphasise the client-focused operations and significant research carried out to identify customer preferences and satisfaction. Furthermore, Pizza Hut conducted in-house research on Indian client psychographics, which resulted in the employment of cartoon characters in advertising. The Indian Market Research Bureau (IMRB) also performs surprise inspections of different enterprises on a regular basis to assess service quality. Furthermore, an in-house test called CHAMPS (Cleanliness, Hospitality, and Order Accuracy, Maintenance, Product Quality, and Speed of Service) is administered on a regular basis.

According to the company, the Pizza Pooch birthday package is full of fun and excitement. What distinguishes the bundle is the modest cost of INR 125 per kid, which covers much more than simply the main menu items. The birthday celebration includes a well-decorated area inside the Pizza Hut business filled with numerous presents for children. Furthermore, the party is managed by an experienced host and includes a range of games, prizes, and a unique gift for the birthday child. Pizza Hut, also known as a family restaurant, bears the responsibility of relieving parents of the time-consuming duty of cleaning up after their children have thoroughly entertained themselves.

The Pizza Pooch menu, on the other hand, includes a healthy and delicious meal as well as a gift for the child. The meal was thoughtfully designed, with graphic distractions. A complimentary pack of crayons is distributed to keep children amused while their parents dine. The campaigns created are visually appealing, with animated characters on mailings, hoardings, and print advertisements designed to reflect children's diverse emotions. Nirula's and KFC have been hosting birthday parties for years, so the concept is not entirely new.

#### **Questions:**

- [1] Apply 7Ps services marketing mix strategy to Pizza Hut in this case. [5 M]
- [2] Identify and explain one major problem and one minor problem to be solved in this case. [5 M]
- [3] Provide best solution to both the problems. [5 M]