

### Model Question Paper

### Third Semester MBA Degree Examination

### Sales and Service Marketing

**Time: 3 Hours**

**Max. Marks: 100**

**Note: 1. Answer any FOUR full questions from Q1 to Q7.**

**2. Question No. 8 is compulsory.**

**3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.**

			M	L	C
Q1	a.	Explain different types of compensation plans used for Sales force.	03	L2	CO1
	b.	'Everest' is a new beverage company launched in Mangalore. Construct Sales territory with a suitable design for this company.	07	L3	CO1
	c.	A new insurance sales executive, after implementing the eight-stage selling process unable to sell life insurance product. Develop a specific, actionable strategy for each stage in the selling process so that he can start converting customers.	10	L3	CO1
Q2	a.	Briefly explain three primary responsibilities typically associated with the role of a Sales manager.	03	L2	CO1
	b.	An FMCG company specializing in a diverse range of packaged food products aiming to improve its sales performance across various geographic regions. Apply your understanding of different sales quota methods to develop a quota strategy for this FMCG company.	07	L3	CO1
	c.	UrbanVista, a new real estate consultancy, is encountering difficulties in building a high-performing sales consultant team due to an ineffective recruitment and selection process. Construct a revised recruitment and selection process for UrbanVista	10	L3	CO1
Q3	a.	Compare Modern Trade (MT) and General Trade (GT) in consumer durable market.	03	L2	CO2
	b.	A new consumer packaged goods company launching a line of organic snacks in a large metropolitan area. Apply your understanding of the roles and responsibilities of a Carrying and Forwarding Agent (CFA), a wholesaler, and a retailer to develop a comprehensive distribution strategy for this company.	07	L3	CO2
	c.	Identify the interplay of key demand-side and supply-side factors that are driving the expansion of the organized retail sector in India.	10	L3	CO2
Q4	a.	Compare goods marketing and service marketing with suitable examples.	03	L2	CO3
	b.	A mid-sized regional bank is facing increasing customer dissatisfaction due to inconsistencies in service delivery. Apply the service marketing triangle framework to develop a comprehensive strategy for this bank to improve its service quality.	07	L3	CO3
	c.	A luxury hotel chain, despite investing heavily in staff training and service improvements, is experiencing a persistent discrepancy between customer expectations and perceptions of service quality, leading to fluctuating customer satisfaction scores. Identify the factors influencing both customer expectations and perceptions of services within this context.	10	L3	CO3

Q5	a.	An automobile dealership is seeking to improve its customer satisfaction and sales performance. Compare the roles of internal boundary spanners, and external boundary spanners in achieving this goal.	03	L2	CO4
	b.	A boutique fitness studio, specializing in personalized yoga and Pilates classes, is experiencing a decline in repeat customers. Apply various retention strategies, and market segmentation in services, to improve customer retention and loyalty for this fitness studio.	07	L3	CO4
	c.	A rapidly expanding online tutoring platform, 'EduConnect,' aims to provide personalized, high-quality tutoring sessions to students of all ages. Despite investing in detailed curriculum development and advanced online tools, EduConnect is receiving inconsistent feedback regarding tutor performance and session effectiveness. Identify the potential factors contributing to the GAP-3 (Service Delivery Gap) within EduConnect's service delivery process and provide remedies to minimize the GAP.	10	L3	CO4
Q6	a.	Explain the importance of customer role in service delivery.	03	L2	CO5
	b.	Culinary Canvas, an upscale farm-to-table restaurant, is struggling with inconsistent customer experiences despite its commitment to fresh, local ingredients and exceptional service. Apply your understanding of the four categories of strategies improve its service consistency and customer satisfaction.	07	L3	CO5
	c.	PureGreen, an eco-friendly laundry detergent brand, is experiencing a significant disconnect between its marketing promises and actual customer experiences, as evidenced by negative reviews and social media feedback. Identify the potential factors contributing to the GAP 4 (Communication Gap) within PureGreen's marketing and service delivery.	10	L3	CO5
Q7	a.	Explain the basic function of Customer Relationship Management (CRM) in service marketing.	03	L2	CO5
	b.	LinguaLeap, an online language learning app, is facing customer dissatisfaction due to a perceived disconnect between the advertised value of its premium subscription and the actual service delivered. Apply your understanding of the role of price and value in Provider GAP 4 (Communication Gap).	07	L3	CO5
	c.	FreshBasket, an online grocery delivery service, is facing challenges in maintaining customer retention due to perceived inconsistencies in service quality. Apply the SERVQUAL model to diagnose the specific service quality gaps contributing to customer dissatisfaction at FreshBasket.	10	L3	CO5
Q8		<b><u>CASE STUDY (Compulsory)</u></b> TechSolutions, a mid-sized IT support company, prides itself on its '24/7 expert assistance' promise. However, clients frequently report delays in response times, with some issues remaining unresolved for days. Their website boasts 'personalized solutions,' but customers often receive generic troubleshooting advice. Internal surveys reveal a lack of communication between the sales and technical teams, leading to mismatched expectations. Marketing materials emphasize 'proactive problem prevention,' yet clients experience repeated system failures. Customer feedback consistently highlights a gap between the advertised service and the actual experience, resulting in declining renewal rates.			
	a	Apply the GAP model of service quality to develop a step-by-step plan for Tech Solutions to address the specific gaps contributing to customer dissatisfaction.	7	L3	CO4
	b	Apply your knowledge of 'hard' and 'soft' service standards to design a set of specific standards that Tech Solutions can implement to align its service delivery with its marketing promises.	7	L3	CO4
	c	Analyze the potential interplay of factors contributing to the four service quality GAPs within Tech Solutions' operations.	6	L4	CO5

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