

QUESTION BANK

Faculty :Dr. Garima Mishra

1. Think of IMS as a service provider .How effective is your opinion, is IMS managing the elements of the service marketing mix.
2. Describe the relationship between customer expectations and customer satisfaction
3. Consider a recent service purchase you have made. Which of the factors influencing expectations were the most important in your decision? Why?
4. “A service is rented rather than owned”. Explain what this statement means and use examples to support your explanation
5. Why the pricing of services is more difficult compared to the pricing of goods?
6. Assume that you are a manager of a health club. Discuss general strategies you might use to maximize customers’ positive perceptions of your club. How would you know if you were successful?
7. For what types of services might consumers depend on mass communication (no personal sources of information, including the Internet) in the purchase decision?
8. Do you believe that any of your service expectations are unrealistic? Which ones? Should a service marketer try to address unrealistic customer expectations?
9. What are examples of services that are high in credence properties? How do high credence properties affect consumer behavior for these services?
10. Why customer loyalty is important to firm’s productivity? Explain
11. Explain different prospective of Service Quality and the components of Quality.
12. Explain integrated framework for Customer Relationship Management strategy with the help of diagram.
13. Explain types of Relationship Marketing with suitable examples.
14. Describe a remote encounter, a phone encounter, and a face-to-face encounter that you have had recently. How did you evaluate the encounter and what were the most important factors determining your satisfaction/dissatisfaction in each case?
15. Discuss the differences between perceptions of service quality and customer satisfaction
16. Consider a recent service purchase that you have made. Which of the factors influencing expectations were the most important in your decision? Why?
17. Explain the logic behind these two quotes: “a complaint is a gift” and “the customer who complains is your friend.
18. Why is it challenging to innovate, design, and develop services?
19. Describe the four levels of retention strategies and give example of each type. Again, think of a service organization to which you are loyal. Can you describe the reasons you are loyal in terms of the different levels?
20. Think about a service organization that retains you as a loyal customer. Why are you loyal to this provider? What are the benefits to you of staying loyal and not switching to another provider? What would it take for you to switch?