

Services marketing mkt725 Midterm Paper 02 June 2013

All question were scenario based and paper was difficult.....some questions were confusing

1. You are require to fill elements of lost customer research

Objective of research Qualitative/quantitative monetary time frequency

2. When evaluating service during pre-purchase by customer.....how would you handle perceived risk??

3. "Will repair my car more than original estimates" identify the type of risk?

4. What measure would you take to collect data from customers to design effective relation among them and your company?

5. Dos and don'ts of adaptability

6. Unpleasant, dirty, noisy environment of hospital....identify the type of p (seven p's) of service and define the quality satisfaction of customer in regard?

7. Using gap model (gap b/w service standards and delivery) ...suggest what would you do to minimize the gap?

8. "will my relative approve restaurant" identify the type of risk