

## Questions

1. Describe the service value model of your favorite service.
2. What is the difference between monetary price and non-monetary price in terms of capturing value of a service perceived by customer?
3. What do you understand by competitive environment of services? Why this understanding is important to formulate service strategy?
4. How to differentiate supplier bargaining power with that of buyer bargaining power in context of Porter's five forces model. Give examples to justify your answer.
5. What do you mean by entry barriers to any service industry?
6. Compare Low cost leadership competitive strategy with Differentiation strategy. Can a company implement both strategies simultaneously?
7. Give some examples where service organizations have implemented focus strategy.
8. What are the attributes which will define the level of service competitive dimension for railways sector?