

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**M.B.A -IV<sup>th</sup> SEMESTER-EXAMINATION – MAY- 2012**

**Subject code: 2840102**

**Date: 23/05/2012**

**Subject Name: Services & Relationship Marketing (SRM)**

**Time: 10:30 am – 01:30 pm**

**Total Marks: 70**

**Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Why do services need an expanded marketing mix, comprising of eight Ps rather than four Ps? **07**
- (b) Why marketing management tasks in the service sector tend to differ from those in the manufacturing sector? Explain using any seven reasons? **07**

- Q.2** (a) How people make decisions about buying and using a service? Explain with the help of three – stage model of service consumption? **07**
- (b) Explain seven categories of perceived risks. **07**

**OR**

- (b) “Success lies not only in providing existing services well, but also in creating new approaches to service.” Explain the ways in which a service provider can innovate. **07**

- Q.3** (a) Identify three situations in which you use self service delivery. For each situation what is your motivation for using this approach to delivery, rather than having service personnel do it for you? **07**
- (b) The foundation underlying pricing strategy can be described as a tripod. Explain? **07**

**OR**

- Q.3** (a) Discuss how service marketers have access to numerous forms of communication. **07**
- (b) Discuss the role that service personnel play in creating or destroying customer loyalty. **07**

- Q.4** (a) Prepare a blue print for a high contact, people processing service. **07**
- (b) How service environment affects buyer behavior? Give an example of any service firm in which the service environment is a crucial part of the overall value proposition. **07**

**OR**

- Q.4** (a) Define productive capacity? Can capacity levels sometimes be stretched or shrunk? How capacity can be adjusted to match demand? **07**
- (b) What are the main tools that service firms can use to analyse and address service quality problems? Explain any one tool with the help of a diagram? **07**

- Q.5** (a) What are the different perspectives of service quality? How consumers evaluate service quality as per Valarie Zeithmal, Leonard Berry and A. Parsuraman? **07**
- (b) Justify that ‘wheel of loyalty’ is an organized framework to build customer loyalty. **07**

**OR**

- Q.5** (a) Why customer relationship management should not be viewed as a technology but should be viewed as a profitable development and management of customer relationship? **07**
- (b) Enlist the factors stimulating the growth of service economy? **07**

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