

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013

Subject Code: 2840102

Date: 14-05-2013

Subject Name: Service and Relationship Marketing

Time: 14:30pm – 17:30pm

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) What are the powerful forces which stimulating the growth of service economy? **07**

(b) Discuss expanded services marketing mix. **07**

Q.2 (a) Explain Basic Service Package (BSP) with elements of developing service concept. **07**

(b) Discuss the role of nonmonetary cost to the consumer's perception of the offered value exchange. **07**

OR

(b) Define service distribution with differences between distribution of core and supplementary services. **07**

Q.3 (a) Discuss service process redesign with different types of service redesign. **07**

(b) Explain different dimensions of the service environment with reference to the Servicescapes Model. **07**

OR

Q.3 (a) Describe importance of the front line service employees to the success of a service firm. **07**

(b) 'When waiting is unavoidable make it at least tolerable.' – Discuss. **07**

Q.4 (a) What is Customer Relationship Management (CRM)? Discuss common reasons for CRM failures. **07**

(b) Discuss Service Quality Gaps in service design and delivery. **07**

OR

Q.4 (a) Describe Various strategies for reducing customer defections. **07**

Q.4 (b) Explain The Wheel of Loyalty as strategies of building customer loyalty. **07**

Q.5 (a) Discuss customer decision making stages in service encounter. **07**

(b) Explain Self-Service Technologies (SSTs) with reference to Services Production Continuum. **07**

OR

Q.5 (a) Discuss the marketing communication mix for services. **07**

(b) Describe the role of branding in service marketing. **07**
