

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject Code: 2840102

Date: 13-05-2015

Subject Name: Services Relationship Marketing (SRM)

Time: 10.30 am - 13.30 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) Explain the characteristics of services and How are they different from goods? **07**

(b) Why do marketing, operations and human resources have to be closely linked in services but less so in manufacturing? Give examples. **07**

Q.2 (a) Discuss the significance of search, experience and credence attributes for the communications strategy of a service provider. Assume the objective of the communication strategy is to attract new customers. **07**

(b) Why should service firms focus their efforts? Describe the basic focus options, and illustrate them with examples. **07**

OR

(b) Explain the distinction between core, facilitating and enhancing services. Give at least two examples. **07**

Q.3 (a) What marketing and management challenges are raised by the use of intermediaries in a service setting? **07**

(b) How are customers expectations formed? Explain the difference between desired and adequate service. **07**

OR

Q.3 (a) For organizations serving a large number of customers, what are the advantages and disadvantages of different types of queues? **07**

(b) What is emotional labor? Explain the ways in which it may cause stress for employees in specific jobs. Illustrate with suitable examples. **07**

Q.4 (a) Explain the dimensions of ambient conditions and how each can influence customer response to the service environment. **07**

(b) Elaborate on the three main approaches of service pricing. **07**

OR

Q.4 (a) What are the different types of jay customers and how can a service firm deal with the behavior of such customers? **07**

(b) What could a firm do to make it easy for dissatisfied customers to complain? **07**

- Q.5 (a)** What would be an appropriate service recovery policy for a wrongly bounced check for (a) your local savings bank, (b) a major national bank, or (c) a high-end private bank for high net-worth individuals. Please explain your rationale, and also compute the economic costs of the alternative service recovery policies. **07**
- (b)** Identify the gaps that can occur in service quality and the steps that service marketers can take to prevent them. **07**

OR

- Q.5 (a)** Review the five dimensions of service quality. What do the five dimensions mean in the context of (a) an industrial repair shop, (b) a retail bank, (c) a Big 4 accounting firm? **07**
- (b)** Elaborate on the strategies associated with the concept of relationship marketing. **07**
