

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –IV Examination Dec. - 2011

Subject code: 840103

Date: 19/12/2011

Subject Name: Services & Relationship Marketing (SRM)

Time: 02.30 pm – 05.30 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) Clarify the differences among the four broad categories of service ,provide **07**
examples for each and explain the service management challenges
related to each of the four categories.

(b) Explain the concept of Zone of Tolerance. Intuitively it would seem that **07**
manger would want their customers to have a wide tolerance zone for
service. But if customers do have these wide zones of tolerance for service,
is it more difficult for firms with superior service to earn customer loyalty?
Would superior service firms be better off to attempt to narrow customers
tolerance zones to reduce the competitive appeal of mediocre service
providers?

Q.2 (a) Identify and elaborate on the communication/message sources originating **07**
from outside the organization.

(b) Explain with examples the flower of service concept . Explain the **07**
distinction between core, facilitating and enhancing services

OR

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

Q.3 (a) Explain the dimensions of ambient conditions and how each can **07**
influence customer response to the service environment.

(b) An airline runs a recruiting advertisement for cabin crew that shows a **07**
picture of a small boy sitting in an airline seat and clutching a teddy bear.
The headline reads: ‘ His mom told him not to talk to strangers. So
what’s he having for lunch ?’ Describe the types of personalities that you
would think would be a) attracted to apply for the job by that ad and b)
discouraged from applying.

OR

Q.3 (a) How might revenue management be applied to (a) a professional firm (e.g., **07**
consulting), (b) a restaurant, and (c) a golf course? What rate fences would you
use and why?

(b) Define capacity in relation to all the service elements offered to customers **07**
by (a) an airline (b) a hotel, (c) a consulting firm, and (d) a full-service
restaurant(any two)

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- Q.4 (a)** Explain the relationship between service productivity and service quality. **07**
Under what circumstances will improvements in service quality and productivity lead to both increased value for customers and higher profits for the firm?
- (b)** Why should service firms focus their efforts? Describe the basic focus options, and illustrate them with examples. **07**
- OR
- Q.4 (a)** Identify the gaps that can occur in service quality and the steps that service marketers can take to prevent them. **07**
- (b)** How should service guarantees be designed? Elaborate on the types of service guarantee **07**
- Q.5 (a)** Explain CRM. Explain the wheel of customer loyalty briefly. **07**
- (b)** Explain the pyramid /tiering of loyalty in depth. **07**
- OR
- Q.5 (a)** Explain why the marketing, operations, and human resource management functions in service organizations need to be closely coordinated and integrated. **07**
- (b)** What are the different types of jaycustomers and how can a service firm deal with the behavior of such customers? **07**
