

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) SEMESTER – 9 EXAMINATION – WINTER - 2018

Subject Code: 4190521**Date: 22/11/2018****Subject Name: Service Marketing****Time: 10:30 AM to 01:30****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 difference between Services and Goods in detail? **07**
 (b) Explain Service Marketing Mix? **07**
- Q.2** (a) Explain Automation in services in brief with an illustration? **07**
 (b) Explain the Role of customers in service delivery? **07**
- OR**
- (b) Explain delivery through Intermediaries & Franchising with an appropriate illustration? **07**
- Q.3** (a) Explain Role of service in economy? **07**
 (b) Explain Zone of Tolerance in detail? **07**
- OR**
- Q.3** (a) Explain Electronic channels & Self Service technologies in detail? **07**
 (b) Explain different demand patterns with illustrations? **07**
- Q.4** (a) What is “Service Blueprint” also explain its various elements with any practical illustration? **07**
 (b) Explain employee’s role in service delivery? **07**
- OR**
- Q.4** (a) Describe in brief different strategies for matching capacity and demands? **07**
 (b) Explain Yield Management? **07**
- Q.5** (a) Explain Service GAP model? **07**
 (b) Explain: (i) Supplier Relations & (ii) Internal Relationships **07**
- OR**
- Q.5** (a) Explain Customer Relationship Management? **07**
 (b) Explain Service Process Redesign? **07**
