

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014

**Subject Code: 840103**

**Date: 28-05-2014**

**Subject Name: Services and 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) Give Examples of intangibility, inseparability of production and consumption, and inability to store, which are some distinguishing feature of services. (07)
- (b) Explain Blue Print for Restaurant and explain marketing implications. (07)

- Q.2** (a) Explain Service Quality dimensions to measure Educational Services. (07)
- (b) The competition in fast-food industry became intense with the coming MNCs like McDonald's, KFC, etc., suggest a strategy for the restaurants so as to keep their customers in spite of the competition. How will you evaluate service quality for the fast food industry? (07)

**OR**

- Q.2** (a) Explain Market segmentation and marketing Strategy for Tourism Services (07)
- (b) Explain about SERVQUAL scale and service encounter techniques for Airline industry. (07)
- Q.3** (a) What is CRM/Explain various strategies for relation buildings and discuss in detail about customer pyramid. (07)
- (b) Discuss about service recovery strategies and benefits of service guarantees (07)

**OR**

- Q.3** (a) Explain Service Quality Gap Model with strategic implications. (07)
- (b) Explain strategies to manage demand and supply in educational industry? (07)
- Q.4** (a) Explain role of SSTs(Self Service Technology) in Digital era (07)
- (b) Write a short note on (07)
- Importance of branding for Services in Virtual world
  - Positioning strategies for services

**OR**

- Q.4** (a) Explain service scape & Service Environments for Airline industry. (07)

- (b) Explain Consumer Decision Making Process for Financial services. (07)
- Q.5 (a) Explain various pricing strategies for service industry. (07)
- (b) Explain role of customer in service Delivery & service channels in electronic media. (07)

**OR**

- Q.5 (a) Explain role of distribution system in Service marketing (07)
- (b) write a short note on (07)
- Service encounter techniques
  - Service promotional strategies

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