

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-IV • EXAMINATION-WINTER • 2014****Subject Code: 840103****Date: 01-12-2014****Subject Name: Services and Relationship Marketing (SRM)****Time: 10.30am - 13.30pm****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) Dhiraj Group Have recently opened a new theme park in Surat. Being the first of its kind in Surat, it attracted visitors in thousands. On weekends and holidays, many visitors could not enter the park, as Tickets for the day were sold out. The management of the park was unable to cope with the increase in demand because of financial and operational Constraints. Discuss the strategies available to Dhiraj Group to manage the demand. **07**
- (b) Why would you consider the study of Service Marketing is important for today's business practice? Explain the deference between Services and Goods with Example. **07**
- Q.2** (a) An established Management Institute in your city is facing a decline in Students Admission because of new competitors. Discuss which elements of marketing Communication mix would you use to increase customer (Students) patronage of the Institute. **07**
- (b) Explain the 'Flower of Service' concept in details. Discuss the insights provided by this concept to service marketers. **07**
- OR**
- (b) Discuss significance of non monetary costs in pricing of services by taking the example of financial services. **07**
- Q.3** (a) Being a customer relationship manager of a luxurious hotel, you have received a mail from Mr. Shah. He and his family stayed at your hotel last week. He has complained that the quality of food served was not satisfactory. Also, he has criticized the staff members that they did not listen to his complaint patiently. What steps would you take in response to this letter? **07**
- (b) Explain the Meaning of Blue Print. Develop the Blue Print for airline industry. **07**
- OR**
- Q.3** (a) Discuss the role of Franchisors and Electronic channels in distribution of Services. **07**
- (b) Explain the Zone of Tolerance in Details. **07**

- Q.4 (a)** Discuss the main types of Service Process Redesign. Why is periodic Service process redesigns necessary? **07**
- (b)** Being a customer of Life Insurance, which three stages you experience during the purchase of it. **07**
- OR**
- Q.4 (a)** ‘There is a strong linkage between customer retention and profitability of firms’. Explain. **07**
- (b)** Discuss the four Categories of services. **07**
- Q.5 (a)** Suppose some customers are waiting in a Restaurant, as a Restaurant Manager how can you make this activity be less Boring for them? **07**
- (b)** Review briefly the five dimensions SERVQUAL Model. What do you mean by Reliability in the context of (a) Airline, (b) a retail bank, (c) a brokerage firm? **07**
- OR**
- Q.5 (a)** Explain the dimensions of the service environment with a suitable example. **07**
- (b)** Explain the Pricing Tripod in Details **07**
