

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2014

Subject Code: 2840102

Date: 26-05-2014

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) Explain the three stage model of service consumption. **07**

- Q.2** (a) Elaborate on the role of branding for different service products. **07**
(b) Why should service firms focus their efforts? Describe the basic focus options, and illustrate them with examples. **07**

OR

- (b) Explain the flower petal model. **07**

- Q.3** (a) What marketing and management challenges are raised by the use of intermediaries in a service setting? **07**
(b) How might revenue management be applied to (a) a professional firm (e.g., consulting), (b) a restaurant, and (c) a golf course? What rate fences would you use and why? **07**

OR

- Q.3** (a) What are the various types of jay customers and how can a service firm deal with their behavior? **07**
(b) Consider the following jobs: emergency ward nurse, bill collector, computer repair technician, supermarket cashier, dentist, flight attendant, kindergarten teacher, prosecuting attorney, and server in a family restaurant, server in an expensive French restaurant, stockbroker, and undertaker. What type of emotions would you expect each of them to display to customers in the course of doing their job? What drives your expectations? **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 is the role of blueprinting in designing, managing, and redesigning service processes? **07**
(b) Elaborate on the types of service guarantee. **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. **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) What do the five dimensions of service quality mean in the context of (a) an industrial repair shop, (b) a retail bank, (c) a Big 4 accounting firm? **07**
(b) What strategies will you use for developing loyalty bonds with customers? **07**
