

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
