

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION-SUMMER • 2015

Subject Code: 840103

Date: 18-05-2015

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) What is Services? Explain the characteristic of services. **07**
(b) Explain the services marketing mix **07**

- Q.2** (a) Explain customer decision making process in case of services. **07**
(b) Explain various attribute (Search, experience, credence) for evaluation of product. **07**

OR

- (b) Explain why services tend to be more difficult to evaluate than goods? **07**

- Q.3** (a) What are the distinctive challenges of distributing people processing services, possession processing services and information based services? **07**
(b) What roles should intermediaries play in distributing services? **07**

OR

- Q.3** (a) What is the implication for a firm of delivering service through both physical and electronic channels? **07**
(b) What are the factors favoring adoption of transnational strategies? **07**

- Q.4** (a) Describe what the objective of establishing pricing. **07**
(b) Describe the pricing strategies. **07**

OR

- Q.4** (a) What are the various monetary and non monetary cost involve in pricing? **07**
(b) How we can improve the perceived fairness of pricing schedule? **07**

- Q.5** (a) What marketing strategies available to smooth out fluctuations in demand? **07**
(b) What are the cycle of failure, mediocrity and success in HR for service firms **07**

OR

- Q.5** (a) How can a services firm build a strong services culture that emphasizes service excellence and productivity? **07**
(b) Explain the GAP Model of service Quality. What are the strategies to fulfill those GAP **07**
